



Content designer

About the job

We are currently recruiting for a **content designer** to work within the digital team of a social enterprise, which offers services (social, digital etc) to local communities and SMEs, particularly those run by (or serving) the following groups:

1. Black ethnic minorities
2. Women
3. Young people (16-24 years old)
4. Migrant families
5. Groups suffering from digital exclusion

We are looking for an individual who is passionate, hands-on and eager to learn. The role is likely to involve working on multiple exciting projects so the individual should be able to multitask.

Roles and responsibilities

- **User research:** Researching the needs and goals of the target audience to facilitate the production of content that solves users' problems and provides value
- **Brand messaging:** Making sure content adheres to appropriate language and tone based on user research and brand voice.



- **Information architecture & hierarchy:** Organising content logically and intuitively, using headings, subheadings, and other formatting techniques to help guide the reader
- **Graphic design:** Using visual elements, such as photographs, illustrations, and infographics, to help convey information, provide guidance, and make the content more engaging while adhering to the brand style guide.
- **Clarity:** Ensuring the content is clear, both in terms of writing quality and in the design and flow of the writing's presentation

Experience

Any prior experience in content design or business is desirable but not essential.

Skills and Competence

Content design draws from a variety of skills, both inside and outside the realm of design disciplines. Since it's an emerging field, the skills required can vary from team to team and company to company. But it's safe to assume that content designers are creative problem solvers and strong collaborators that keep the user experience front and centre.