# Nottinghamshire County Council

| Title | Department | Post Ref. |
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| **Digital Development Officer** | **Chief Executives** | |

**Job Purpose**

Create digital services and websites to ensure a positive customer experience through structured content, interaction and visual design.

| Key Responsibilities | Key Accountabilities |
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| 1. Lead on creating website designs, functionality and structured content for multiple digital platforms and channels, including the website, intranet, microsites, apps and more. <br> 2. Provide advice and guidance on website development to senior management to align outcomes with strategic corporate priorities. <br> 3. Lead on front-end development of designs appropriate for building in content management systems (from wireframes/visuals where required), using modern HTML, CSS and JavaScript standards and development frameworks (e.g. Bootstrap). <br> 4. Create and deliver website designs to strict deadlines, sometimes at short notice, whilst ensuring quality standards are retained. <br> 5. Lead on usability testing including use of A/B testing tools and analytics to improve designs and user journeys and demonstrate relevant UX practices to iterate and improve the Council's websites for their primary audiences. <br> 6. Manage all the Council's analytics infrastructure, including funnels for key customer journeys. Lead on the production of dashboards, providing narrative to inform insight, conversion rate optimisation and make recommendations on this information to Business Partners and stakeholders. <br> 7. Lead on work with services, senior officers and stakeholders in establishing requirements, key objectives and developing | 1. Maintaining the structure for all primary council websites. <br> 2. Contribute to ensure all online activity is audience focussed with a positive user experience. <br> 3. Ensure digital content and design is fit for purpose, useable and accessible. <br> 4. Ensure senior stakeholders and the Communications and Marketing team are kept suitably up to date with audience habits, analytics reports and any insight customer behaviour. <br> 5. Ensure all activity is optimised for search engines. <br> 6. Ensure all website designs are optimised for all devices. <br> 7. Demonstrate improvements to the effectiveness and efficiency of communications and marketing activity. <br> 8. Ensure compliance with relevant digital policies and guidelines and legislation (e.g. accessibility) affecting the delivery of online public services. <br> 9. Successfully deliver projects on budget and within set deadlines and to an agreed standard. <br> 10. Maintain up to date records of effective mentoring, coaching and development of staff. <br> 11. Ensure the accuracy of work undertaken. <br> 12. Increase user satisfaction ratings for digital platforms and channels - including the website, intranet, email, social media, apps and more |

content strategy, information architecture, design wireframes and visuals/prototypes for digital platforms.

8. Maintain responsibility for ensuring web designs are fully responsive and optimised for use across a range of devices and modern web browsers, leading on use of analytics to inform requirements and carrying out cross-browser and device testing as required.

9. Oversee the management of the Council's key online customer journeys, making design and content modifications to improve the user experience where necessary.

10. Provide technical advice and support to the delivery of work programmes and plans as identified by Digital Business Partner.

11. Provide advice, guidance and training regarding the effective use of digital design and structures, including disseminating best practice on user experience and accessibility.

12. Ensure all development is compliant with best practice, modern web standards and guidelines, including meeting accessibility legislation (W3C, WCAG).

13. Lead on delivering website designs that meet brand guidelines, and content and web standards, ensuring that key elements are built in from the outset.

14. Play a key role in content management system development using ASP.NET Razor, proactively identifying and building solutions as appropriate.

15. Mentoring, training and writing guidance for colleagues in Comms and Marketing and other teams on technical design/development, content development, style guidelines, best practice regarding website speed/efficiency optimisations, and accessibility.

16. Maintain lead responsibility for procurement and management of third-party/custom domains and security (SSL) certificates for council/partnership websites and platforms, including offering strategic advice as appropriate.

17. Work closely with the Communications and Marketing Officers to improve and optimise website content and provide advice where necessary.

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| 18. Maintain oversight on all council websites and make recommendations on improvements, future website projects and improvements. <br> 19. Play a key role in development of brand guidelines and standards to ensure consistency across the Council's digital platforms, and implementation of these across all website design work. <br> 20. Alongside the Senior Communications and Marketing Digital Business Partner, work with a range of internal and external stakeholders in the planning and delivery of digital projects. <br> 21. Maintain knowledge and understanding of the external operating environment and respond to advancements in technology and working practices. <br> 22. Deliver work to agreed time, cost and quality and ensure efficient use of resources. <br> 23. Work closely with ICT, Customer Service and other service areas to deliver innovative online developments. | |

**The post holder will perform any duty or task that is appropriate for the role described**

| *Person Specification* |
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| *Education and Knowledge* | *Personal skills and general competencies* |
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| 1. Skilled in writing efficient HTML, CSS (including pre-processors such as SASS/SCSS) and JavaScript to professional standards, and front-end web development frameworks (eg Bootstrap). <br> 2. Essential service specific knowledge of the latest developments in the field of digital design, technology and communication. <br> 3. Proficient in design software (e.g. Adobe XD, Photoshop and Illustrator). <br> 4. Advanced knowledge of Search Engine Optimisation (SEO) techniques and tools. | 13. A high level of personal drive and commitment to excellent customer care and the ability to set an example for other staff. <br> 14. Strong interpersonal and verbal communication skills to gain the agreement and acceptance of others including colleagues, senior managers and residents. <br> 15. Ability to make decisions and solve problems to meet operational targets, involving devising solutions and prioritising the resources available. <br> 16. Ability to meet agreed objectives and delivery targets by the effective use of resources. |

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| 5. Knowledge of legal and statutory requirements for digital content including accessibility, transparency and data protection.<br>6. Experience of using version control systems (e.g. Git)<br>7. Experience of using cloud technologies such as Microsoft Azure.<br>8. Working knowledge of web application technologies, eg ASP.NET, MVC, C#.<br>9. Working knowledge of UX principles and how these can apply to online council websites/systems.<br>10. Experience of using integrated development environments such as Visual Studio and/or Visual Studio Code.<br>11. A broad understanding of website infrastructure technologies including SSL, domain registrations and DNS management.<br>12. Evidence of continuous professional development. | 17. Anticipates customer needs to provide excellent service continually striving to improve efficiency and effectiveness.<br>18. Ability to recognise and minimise risk and deploy risk mitigation exercises where necessary.<br>19. Comfortable when presenting and delivering best practice training to colleagues. |
| ***Experience***<br><br>20. Experience of delivering customer focussed content and design for a range of devices including desktop, tablet and mobile.<br>21. Experience of using HTML and back-end coding.<br>22. Experience of using Google Analytics and UX solutions.<br>23. Experience of developing working relationships at a senior level.<br>24. Experience of working with different stakeholders in fast pacing environment. | |

***Role Dimensions***

The post holder will:

- Provide technical support to stakeholders and the Communications and Marketing team with issues such as HTML, UX, SEO and analytics.
- Provide advice, guidance and training to Council staff, managers, stakeholders and partners on the effective use of digital design, including best practice on user experience and accessibility.
- Support the Senior Digital Business Partner in maintaining oversight for all the Council's existing websites.
- Support the Senior Digital Business Partner in increasing digital understanding internally across the Council.

- Ensure key stakeholders are kept informed with relevant analytics reports.
- Contribute to ensure that digital content and activity is fit for purpose, useable and accessible.
- Work closely with ICT, Customer Service and other service areas to deliver online solutions for the audience.
- Manage pay-per-click (PPC) campaigns, including spend and budget using Google Ads, highlighting potential overspend and providing professional advice where appropriate.
- Give guidance and support to junior staff members. Mentor and oversee the professional development and work priorities of these staff.
- Deputise for the Senior Communications and Marketing Business Partner for Digital as required.

*Please attach a structure chart*

Date 04/12/2020