



Job description

Haere mai

This job description is your go-to place for all the ins and outs of this role at Internal Affairs

Content Designer

Government Information Services (GIS), Knowledge and Information

Responsible for both the transition of content from existing government sites into Govt.nz, or other portfolio products, and the creation of new content. Responsible for re-writing or re-formatting content to make it more useable and accessible for end users.

- **Reporting to:** Capability Manager
- **Location:** Wellington
- **Salary range:** Information Technology G

What we do matters – our purpose

Our purpose is to serve and connect people, communities and government to build a safe, prosperous and respected nation.

In other words, it's all about helping to make New Zealand better for New Zealanders.

How we do things around here – our principles



We make it easy, we make it work

- Customer centred
- Make things even better

We're stronger together

- Work as a team
- Value each other

We take pride in what we do

- Make a positive difference
- Strive for excellence

Working effectively with Māori

Te Aka Taiwhenua – our Māori Strategic Framework – enables us to work effectively with Māori. We accept our privileged role and responsibility of holding and protecting the Treaty of Waitangi / Te Tiriti o Waitangi.



What you will do to contribute	As a result we will see
<p>Content Design</p> <ul style="list-style-type: none"> • Use research, analytics, evidence and best practise to develop an understanding of user needs - analyse existing digital content, identify gaps and overlaps etc. • Working collaboratively with the Product Owner assist with the development of a content strategy for each of the portfolio's products. • Support the optimisation of product content using available metrics, e.g. user research, site reports, search terms and analytics. • Interpret complex content from multiple agencies and, using plain language, make it easy for users to find and understand. • Ensure content meets required quality standard for content design and the NZ government web standards for accessibility and usability. • Coordinate workshops and meetings with cross-government colleagues and subject matter experts to ensure product content is accurate and complete, and make the digital journeys the best they can be for users • Ensure that appropriate agency approval is provided for product content and content is published quickly and efficiently. • Provide support to the other content designers in the Portfolio. • Review the work of other content designers and give constructive and honest feedback. • Assist the Lead Content Designer and Product Owners to develop rules and protocols with customer agencies around the ongoing management of agency-owned content within GIS products. • Provide a quality assurance for content written by external agencies as part of GIS products 	<ul style="list-style-type: none"> • Product content is based on solid research and remains accurate, relevant, and current for users. • All content achieves the plain English standard and the NZ government web standards for usability and accessibility. • There are clearly understood rules around the ongoing maintenance and/or expiry requirements for content within GIS products. • Externally-created content maintains the same standards as GIS-created content.

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<p>User research and usability</p> <ul style="list-style-type: none"> Work with the user researcher to develop a program of user research and usability testing for content. Contribute to ongoing iterative rounds of research and testing. Use the results of the research and testing to inform continuous development and improvement of Portfolio product content. 	<ul style="list-style-type: none"> User research and testing is carried out. Improvements are linked to evidence from user research and testing.
<p>Stakeholder Management</p> <ul style="list-style-type: none"> Influence, provide advice, and share information and research with other government agencies. Manage content related engagement with agency partners. 	<ul style="list-style-type: none"> Improved quality of experience for end users. Agencies accept the requirement, and are empowered, to maintain content that they own, within GIS products.
<p>Health and safety (for self)</p> <ul style="list-style-type: none"> Work safely and take responsibility for keeping self and colleagues free from harm Report all incidents and hazards promptly Know what to do in the event of an emergency Cooperate in implementing return to work plans 	<ul style="list-style-type: none"> A safe and healthy workplace for all people using our sites as a place of work. Health and safety guidelines are followed

Who you will work with to get the job done		Advise	Collaborate with	Influence	Inform	Manage/lead	Deliver to
Content Editor		✓	✓	✓	✓		
Internal	Capability Manager	✓	✓	✓	✓		✓
	Lead Content Designer	✓	✓	✓	✓		✓
	Content Editor	✓	✓	✓	✓		
	Content Designers	✓	✓	✓	✓		
	User Researcher	✓	✓	✓	✓		
	Delivery Manager	✓	✓	✓	✓		✓
	Product Owner	✓	✓	✓	✓		✓
External	Government Agencies	✓	✓	✓	✓		

Your delegations	
Human Resources and financial delegations	Level Z
Direct reports	N/A

Your success profile for this role	What you will bring specifically
<p>At DIA, we have a Capability Framework to help guide our people towards the behaviours and skills needed to be successful. The core success profile for this role is Specialist.</p> <p>Keys to Success:</p> <ul style="list-style-type: none"> • Problem solving • Critical thinking • Interpersonal savvy • Navigating complexity • Communicating with influence • Technical and specialist learning 	<p>Experience:</p> <ul style="list-style-type: none"> • Extensive experience of writing for the web in a government to citizen context, with proven ability of creating content that is accessible and usable. • proven experience in using metrics and user feedback to define/refine content • Significant experience in digital content management practices, web standards and their application • Proven experience in managing relationships across agencies • Experience working in a high pressure environment <p>Knowledge:</p> <ul style="list-style-type: none"> • Knowledgeable of web trends and best practise digital content design • Knowledge of issues for design of different digital delivery channels • Knowledge of impact on users of different channels, especially for disabled, ESOL and low literacy users • Web content management <p>Skills:</p> <ul style="list-style-type: none"> • Technical skills in HTML and CMS in order to diagnose current presentation or functional gaps • Understanding of Web Accessibility and Usability Standards • Ability to simplify complex language and descriptions • Relationship management skills • Collaborative, influential and convincing • Good interpersonal skills <p>Other requirements:</p> <ul style="list-style-type: none"> • Ability to obtain a satisfactory MoJ Criminal check and Security Clearance