Role profile

<table>
<thead>
<tr>
<th>Role title</th>
<th>Content designer</th>
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<tbody>
<tr>
<td>Department and directorate</td>
<td>Engagement &amp; communications</td>
</tr>
<tr>
<td>Grade</td>
<td>6</td>
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<tr>
<td>Reports to (job title)</td>
<td>Website product manager</td>
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<td>Direct reports (job titles)</td>
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**Job Overview—purpose of the role**

Describe as concisely as possible the overall purpose of the job and what success looks like. **Please limit this to a maximum of four or five sentences**

The content designer is responsible for ensuring that users of the BMA website can complete a goal or task (according to agreed wider user goals for the website) or that the BMA can deliver a policy intent, campaign or influencing activity—in line with the website’s content strategy. This may involve the creation or changes to single or multiple pieces of content as well as working closely with other online and offline services and channels. This will involve working closely with subject matter experts in the organisation as well as other digital and content experts in the business.

**Duties and Responsibilities**

What are the core duties/responsibilities required to be performed in the role. (e.g., to provide a full range of administrative support services to the department including x,y,z)

**Please provide a bullet point list**

- ensure appropriate content is shown to a user in the right place and in the right format on the BMA website. Able to oversee new content and fit it into the Information architecture of the website
- regular assess and measure performance and user feedback of content – through a mixture of quantitative and qualitative research as well as techniques such as A/B testing
- audit and review content with key stakeholders and plan future iterations of content and sections
- working collaboratively across the engagement & communications directorate on wider influencing campaign to increase member engagement as well as activities to maintain the reputation of the BMA
- Oversees and owns content topics on the website
- Works in an agile way and can iterate on their work using analytics and user research
- Able to have an overall perspective on business issues, events, activities and an understanding of their wider implications and long-term impact
Skill (level and breadth of application)

What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?

How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people’s IT problems, collecting information on key research items or advising members on a particular issue.

- Prototyping – working knowledge of how to apply technical knowledge and experience to create or design workable prototypes, understanding parameters, restrictions and synergies.
- Able to communicate with stakeholders clearly and regularly, clarifying mutual needs and commitments through consultation and consideration of impacts whilst focusing on user needs. For example, ensuring that recommendations deliver maximum benefit and facilitating workshops with stakeholders.
- Provide guidance to others on working in the strategic context.
- Research and analytics – good grasp of web analytics as well as research – from desktop through to qualitative research
- Using systems such as Treejack to test and review website information architectures (IAs)
- Is aware of and understands agile methodology and how to apply an agile mindset to all aspects of their work.
- Has the ability to work in a fast-paced, evolving environment and utilises an iterative method and flexible approach to enable rapid delivery.
- Defines content success benchmarks for sections and content types.
- Upholds a process where content is reviewed and measured against metric benchmarks, prioritised user needs and business goals.
- Communicates findings and recommendations with stakeholders and works with them to improve content based on user need.
- Choose appropriate methods for different life cycle phases and situations and apply them correctly.
- Align user research activities with objectives to create strategic insights that inform policy and proposition.

Intellectual demands (complexity and challenge)

What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?

To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches).

Finding creative and innovative solutions is critical to the post – such as looking at new approaches to presenting content, testing this using analytic software or user testing and then iterating. This can then have an impact on increasing the audience to the content or increasing usage of BMA services or products or increasing the impact of an external influencing or doctor-facing campaign.

Judgement (independence and level and impact limitations)

What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)?

Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)?

- Can focus on outcomes rather than solutions and activities
- Understands and implements BMA brand and website style and standards
- Able to work autonomously on agreed projects
- Creates effective content for digital channels
- Maintains accessibility standards
- Upholds, and writes according to, SEO best practice
- Creates prototypes based on the user needs and information available to use as a guide for how content might be structured

### Use of resources (supervision of resources and influence)

**What responsibility is there for managing people, equipment, budgets, resources, customer’s welfare or confidential information?** If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.

**How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business?**

- Oversees and owns content topics
- Works with stakeholders in the business who are based in those topic areas to optimise and design content in that area without duplication, creating a coherent user journey
- Understands the topic area content to be able interpret meaning to the user
- Conducts user research for those topic areas with thought to the questions, situation and outputs required

### Communication (level, internal and external demands and significance)

**What people are typically contacted (regardless of the medium) inside the Association, eg immediate colleagues, senior managers or administrators?** Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)

**Who is in regularly contact with the role holder outside of the Association, eg members who are not committee members, suppliers, members of the public?** Approximately what percentage of the time is spent on external communications?

**What is the purpose of these contacts, eg conveying information, gathering data?**

- Work with stakeholders across the organisation who are subject matter experts
- Be able to work and collaborate within a multi-disciplinary agile team across digital, product and communication disciplines
- Engage members and non-members, including where appropriate in person, for work such as user testing

### Physical demands & coordination (physical effort and mental strain)

**Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration?**

### Working conditions and emotional demands)

**What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these?**

### Values and behaviours
The post-holder is expected to execute their role in line with our five organisational values.

The following examples illustrate how we are using our values to inform how we act:

We are **leaders** because:
– We strive to always improve
– We take responsibility for our actions
– We collaborate with each other and work as one BMA for the good of our members
– We are proactive and prepared to guide our members and each other

We are **experts** because:
– We understand our members
– We draw on our collective experience and knowledge to solve problems
– We use our insights and research to make decisions
– We provide accurate, credible, relevant and engaging information
– We recognise our strengths and act upon them

We are **committed** because:
– We listen to our members and put them at the heart of everything we do
– We are respectful, inclusive, open and honest with our members and each other
– We approach everything we do with confidence and sensitivity

We are **reliable** because:
– We deliver on what we say we will do
– We are accessible and approachable
– We build trust by being consistent and supportive
– We are positive and decisive whatever the situation

We are **challenging** because:
– We fight, ethically and fearlessly, for the interests of all our members
– We work as a brave, assertive and effective champion for high quality health services and the advancement of the profession

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<td>Manager:</td>
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<tr>
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