Digital Content UX Officer — Role Profile

Service: IT & Digital Service (Innovation & Development) – Finance & Systems Directorate
Band: Band 7
Reporting to: Senior Developer
Responsible for: No direct reports

About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region's economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford's huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits' package and a real focus on your health and wellbeing, as well as, extensive learning, succession and development opportunities.

For us, it's not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are EPIC

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring.

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

The IT and Digital Service plays a vital role in supporting the Council's Corporate Plan, Trafford Locality Plan, vision and corporate priorities by enabling modern, efficient and user-focused services and driving forward digital innovation. The function provides and maintains the digital infrastructure, platforms, systems and solutions needed to support service delivery and transformation, improve customer and resident digital experience, build sustainable in-house digital development capability, strengthen engagement with communities and help residents to be more independent through digital inclusion, supporting reduced demand on services.

Sitting within the IT and Digital Service, the newly formed Digital Innovation and Development team brings together multidisciplinary teams to design, deliver, support and continuously improve secure, resilient and accessible digital services. It works collaboratively with services to translate business needs into effective digital and AI-enabled solutions, both internally and externally facing, we take the process through from discovery and design through to implementation and continuous improvement, ensuring alignment with governance frameworks and the Council's wider priorities.

Your Main Priorities

- Design, configure and manage the Council's website areas, subsites, microsites and online forms through approved content management systems, ensuring effective structure, navigation and ongoing maintenance is carried out.
- Coordinate the publication and management of approved content across relevant Council digital channels, ensuring it remains accurate, accessible, consistent, current and user-focused.
- Work with users, residents, services and stakeholders to understand needs and translate them into clear, into accessible digital content, improved and effective navigation and user journeys.

- Be responsible for coordinating stakeholder activity, gathering their contributions, leading delivery of projects and work package actions around the Council's website(s).
- Ensure the Council's website content, website structures and user journeys comply with legal, statutory, accessibility, information-governance and corporate standards.

Key duties

- Develop and implement content principles and strategies, influencing stakeholders and supporting their consistent adoption across the Council's digital channels, including through the Digital Content Network Community.
- Create simple to understand, engaging, accurate and user-friendly content. Applying best-practice and proof-read and quality-assurance to ensure consistency and compliance with usability, accessibility and corporate standards.
- Design, configure and maintain website areas, subsites and microsites within approved Council platforms, establishing appropriate structures, navigation, templates, permissions and content arrangements in line with corporate, technical and accessibility standards.
- Work collaboratively with users, residents, service representatives and other stakeholder areas to understand user needs and experiences, and identify barriers using UX methods and customer insight to design, test and improve accessible, user-focused digital services and online journeys.
- Contribute to the planning of website improvement projects and work packages within the role's specialist area, agreeing requirements, planning activity, coordinating stakeholder contributions, managing actions and monitoring actions, ensuring progress through to completion is monitored effectively.
- Coordinate the publication and ongoing management of approved content across appropriate Council digital channels, selecting the right channel and adapting, formatting and scheduling content for the intended audience.
- Monitor published content and ensure updates, corrections and removals are applied promptly and consistently across all relevant digital locations.
- Analysing performance indicators, user feedback, search behaviour, web traffic, page utilisation and accessibility findings to identify issues, recommend improvements and evaluate their impact and formulate evidence-based recommendations to improve content and the website user experience.
- Maintain current knowledge of the Council's content management system and relevant technological developments, assessing opportunities and new functionality for the product, which would provide value and capability to improve the Council's digital offer for residents and communities.
- Undertake any additional duties commensurate with the grade as may reasonably be required.

About You

Qualifications and Professional Development

- Degree, equivalent technical qualification or strong experience in related fields such as Digital Media, English or creative writing, website and content management system delivery roles
- Evidence of continuous personal and professional development learning through relevant courses and certifications

Experience and Knowledge

- Demonstrable working experience of managing content management systems (CMS) and maintaining websites. including navigation, templates, permissions and content arrangements
- Experience of applying user-centred content design methods, engaging users and stakeholders, and leading defined digital-content or website improvement projects or work packages through to delivery and review
- Proven experience of managing a variety of digital content types (word-based, images, video), including creating, testing, and optimising user-focused digital content
- Experience of translating user requirements into effective content
- Excellent working knowledge of SEO, HTML and CSS and familiarity with analytic tools such as Google Analytics, Siteimprove or similar platforms for performance monitoring
- Experience of successfully developing, maintaining and promoting content projects and processes to meet corporate and strategic objectives, promoting a corporate style guide and content principles
- Experience of monitoring and reporting content performance using analytics and similar user behaviour data
- Experience of managing stakeholders
- Knowledge and understanding of:
    - Modern digital content delivery methods and channels
    - Government Design Standards (GDS)
    - Digital content accessibility regulations and other statutory obligations
    - The implications of publishing content, copyright, data protection, legal issues associated with publishing and management of the associated risks

Skills and abilities

- Excellent written and verbal communication skills, with the ability to exchange and translate complex information into clear, accessible and approachable content for a wide range of audiences
- Strong analytical skills, with the ability to research and interpret performance and user data to identify issues, formulate evidence-based proposals and evaluate improvements
- Ability to assess complex and competing service and user requirements, apply specialist judgement and make evidence-based recommendations on content, information architecture, navigation, usability and accessibility
- Ability to plan and coordinate specialist website improvement activity, manage dependencies and risks, and gain stakeholder acceptance of required changes without holding formal project-management responsibility
- Proven ability to write content suitable for a range of digital channels
- Ability to work independently and as part of a team, using initiative to prioritise and manage workload over extended periods, producing accurate work within deadlines
- Customer oriented with the ability to establish, manage and maintain excellent and credible working relationships with stakeholders, managing complex issues where required, whilst using influence and negotiation skills to gain acceptance of proposals and recommendations
- Ability to recommend, shape, produce and publish high-quality digital content using appropriate templates, layouts and stylesheets, ensuring that design and accessibility requirements are met or exceeded
- Able to mentor and coach other digital colleagues, sharing and imparting own knowledge to support learning and development of others

Special Conditions

- N/A

Date prepared/revised	JAN 2025 | Updated 01/11/2026
Prepared/revised by	J Lamb / S Tilley / R Pollard
Job Evaluation	Existing evaluation – reviewed OCT 2026

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery. To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.