



Homes  
England

The Housing and Regeneration Agency

|                |                         |
|----------------|-------------------------|
| Job role title | <b>Content Designer</b> |
| Directorate    | Chief Operating Office  |
| Team           | Digital Outcomes        |
| Reports to     | UCD Lead                |

## Job purpose

The role holder designs, evaluates and improves content across the full user journey. The role holder ensures content is clear, accessible and aligned with user needs, using evidence and research to inform decisions.

The role holder contributes to cross-government content standards and collaborates with internal teams and external stakeholders, supporting the delivery of better housing outcomes through effective digital engagement. The role holder is outcome-focused, aiming to enhance user experience and drive continuous improvement in content delivery.

The role consistently demonstrates and embeds the values and behaviours in daily work, contributing to a positive and inclusive culture.

## Key responsibilities

- Lead the creation and improvement of digital content that meets user needs and aligns with organisational priorities.
- Apply agile methodologies to manage content projects efficiently in a fast-paced, iterative environment.
- Contribute to the development and application of content standards, style guides and design patterns.
- Support and mentor team members, fostering collaboration and continuous learning within the content community.
- Use data, research and user feedback to identify content issues and propose evidence-based solutions.
- Prototype content using appropriate techniques to test and refine ideas before implementation.
- Continuously evaluate and improve content based on performance metrics and user insights.
- Ensure content contributes to strategic outcomes by making complex information accessible and actionable.
- Build and maintain strong relationships with stakeholders, using evidence to influence decisions and gain consensus.
- Collaborate across government and internal teams to share best practices and align content strategies.

## Key Qualification, knowledge and experience

- Experience designing and publishing digital content using content management systems.
- Strong understanding of user-centred design principles and government accessibility standards.
- Proficient in using data and user research to inform content decisions and improvements.
- Knowledge of agile working practices and ability to apply them in content design projects.
- Familiarity with prototyping techniques and their application in content development.
- Experience contributing to content strategies, standards and improvement initiatives.
- Understanding of content lifecycle management and continuous improvement processes.

## Job function/Family

**User-Centred Design** : We plan, design, and conduct research activities that help teams get a deep understanding of user needs. We design the end-to-end service journey, and make sure they are easy to understand and interact with so a user can complete their goal with ease, and we deliver the policy intent. We ensure that our services are accessible and can be used by everyone.

## Values and key behaviours

Homes England colleagues are expected to be flexible in undertaking duties and responsibilities commensurate with the general character of the role and level of responsibility.

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