

## Content Designer

**Do you believe in the power of data and think this power should be used to improve the lives of the people living in Scotland? Yes? Research Data Scotland needs you!**

### **A bit about us:**

Research Data Scotland has been set up to support research and innovation in Scotland to improve citizen wellbeing and equalities. It will provide a service to researchers to help identify and access existing datasets for work in the public good, and aims to attract investment into Scotland for data-driven innovation. All data will be held in compliance with current sector-leading standards and legal frameworks, with only accredited researchers having access to restricted data.

Research Data Scotland aims to provide a step change in the service to researchers, whilst maintaining the high standards of information governance and data security already in place. We aim to work as openly as possible, maintaining standards in transparency and ethics.

Our focus is on providing a streamlined service for researchers, as well as extending the range of data available through the service, particularly in the areas of Covid-19, NHS imaging, geospatial data, children and justice services.

### **About your role:**

As a Content Designer you will play a key role in how Research Data Scotland communicates with its users, and contribute to the design and delivery of Research Data Scotland's services. You will be working with multi-disciplinary teams to support delivery of our digital programme, aligning to the [Digital Scotland Service Standard](#) and [Scottish Approach to Service Design](#).

Your focus will be to create and commission online content to inform, and engage with, our user base across digital channels – including text, graphics and multimedia. You'll help champion a user-centred approach and support digital skills development across RDS and its partners, and will support the development of advice and guidance.

We're a start-up so, in line with your skillset, other bits and pieces will come your way.

### **A bit about you:**

A flexible mind-set and a "can-do" attitude are essential. You are a self-starter, with high energy. You are organised, like to stay ahead of the curve on industry trends and thrive on managing multiple projects with different deadlines. You are passionate about how data-driven innovation can transform services and improve wellbeing and preferably have some knowledge of/experience in working with data, data platforms or data improvement methodologies, and an agile environment.

### **A bit about the package:**

You'll have gathered by now that we are a work in progress. That said we're committed to being a fair work employer so we'll encourage channels for effective voice, we'll invest in the development of our people and we'll promote an inclusive workplace culture. What else: a 35-hour week, 33 days' holiday, including public, but we don't have set closures, hybrid working, flexible working hours, open from day 1 to discuss flexible working arrangements, generous pension, based at the Bayes Centre in the centre of Edinburgh. This list will be added to, and you'll help shape it.

**Curious? Go to our Jobs page ([researchdata.scot/jobs](https://researchdata.scot/jobs)). We're keeping things easy – it's just a c.v. and a cover letter (to [jobs@researchdata.scot](mailto:jobs@researchdata.scot) ) giving us some insight into how you match the job and person specs.**

**Contact [HR@researchdata.scot](mailto:HR@researchdata.scot) if you'd like to arrange an informal chat.**

Role	Content Designer, reference RDS0018
Pay	£33,000 - £39,000
Hours	35 per week, happy to talk part-time
Employment Type	Fixed Term – 2 years. Happy to discuss secondment opportunities.
Closing date	03/06/22
Reports to	Senior Product Manager
Direct Reports	None at present

**Key duties and responsibilities will include:**

- Plan, co-ordinate and lead the development of online content for the website and social media channels, and to support Research Data Scotland’s digital services
- Establish a programme of effective content for each platform, with an emphasis on providing clear, accessible guidance to users of our services
- Take responsibility for ensuring all content remains accurate, up to date, and meets accessibility guidelines
- Seek opportunities to establish content partnerships with a range of external stakeholders (partner organisations, education institutions, social media influencers) to co-create digital content and reach new users
- Implement and iterate the editorial and content guidelines for digital channels to ensure they embody the Research Data Scotland brand
- Set, monitor and report on key performance indicators across online platforms using a range of analytics tools

**Knowledge, skills and experience:**

- Demonstrable experience of writing for the web and digital channels, with proven ability of creating accessible, user-centred content (essential)
- Proven experience in using data and user feedback to define and refine different types and styles of content (essential)
- Excellent planning skills, ideally with experience of working within an agile, multi-disciplinary team environment (essential)
- Excellent relationship management skills working across and interacting with key stakeholders in technical and operational environments (essential)
- Proficient in a range of relevant software e.g. Microsoft suite, Content management systems (essential)
- Knowledge and/or experience of GOV.UK style and design principles (desirable)
- Degree, or equivalent professional experience (desirable)

**Key competencies:**

- Improving Organisational Performance
- Analysis and Use of Evidence
- Communication and Engagement
- Self-awareness