

Role Description

Chapter Member - Create



Content Designer

This role sits within the Create Chapter and is supported by the Chapter Lead.

Salary range: £35,000 - £39,650 per annum
Step B

Hours: 35 per week

Location: Home-Based

Contract: Permanent

Disclosure Level: Basic

About the Create chapter

Create is made up of content specialists and creatives who deliver high-quality content to support the objectives of our annual plan and five-year strategy, Every Moment Counts.

The chapter's diverse skills include:

- creative direction and studio management
- graphic design and illustration
- copy writing and editing
- videography and photography
- user-centred content design and strategy
- eLearning
- British Sign Language (BSL) / English translation.

We work with colleagues across the charity to deliver clear, accessible content and engaging communications for all external audiences and channels.

About the role

This role is ideal for a content specialist who enjoys producing high-quality, accessible, user-focused information and guidance that makes a meaningful impact.

As one of several content designers in Create, you'll develop clear, practical information for families of deaf children, deaf young people and the professionals who support them.

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You'll work with subject matter experts to turn complex information – on legal rights, welfare benefits and the UK's various education frameworks for children and young people with additional needs – into clear, useful content (digital and print). You'll also work on broader content linked to childhood deafness.

You'll use user research and data to understand what information our audiences need and create content that meets those needs, choosing the most appropriate format and channel. You'll measure how your content performs and make iterative improvements.

You'll also have opportunities to bring your content skills to Agile projects, working alongside colleagues from other chapters to design and deliver new products and services.

You'll help shape and embed our content design practice, collaborating with peers and contributing to a culture of continuous learning.

What a day in the life of a Content Designer might look like:

Every day is different but could include:

- Using analytics data, user research findings and other insights to identify new user needs for information.
- Working with subject matter experts to plan and write content to meet user needs, turning complex topics into clear, accessible information.
- Monitoring and reviewing content to make sure it remains up-to-date and performs well.
- Writing a brief to commission content in other formats, such as video or animation.
- Publishing content on the National Deaf Children's Society's website, making sure it is optimised for search.
- Attending a content crit to share your work early on, review other content designers' work and discuss best practice.
- Working on content-related tasks as part of an Agile squad.

Who are you and what's in your toolkit?

- You're passionate about working collaboratively, sharing knowledge and learning from others.
- You have a can-do attitude, focused on achieving positive outcomes.

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- You embrace new concepts and ideas with an open mindset and are comfortable with ambiguity.
- You show courage and an appetite for risk-taking – you're able to learn from mistakes and aren't afraid of failure.
- You're adaptable and thrive in a fast-paced, Agile environment.
- You're a confident communicator, able to give and receive constructive feedback and present ideas clearly.
- You have strong digital skills (for example, Microsoft 365) and a willingness to learn new tools and approaches.
- You're organised and able to manage multiple deadlines and projects simultaneously.
- You're passionate about continuous improvement and regularly reflect on progress and performance.
- You have a good understanding of deaf awareness and the Deaf community, or a willingness to learn.
- You have a desire to work for a charity that makes a difference in the world, specifically for deaf children.

Person Specification

Content Designer



National
Deaf Children's
Society

Essential Criteria		How it is measured
<i>A – Application I – Interview T – Test or Presentation Q – Qualification</i>		
1.	Experience of creating user-centred content informed by research and data. Able to identify user needs, write user stories, and apply content design principles to produce clear, accessible content for different channels.	A/I
2.	Experience of producing high-quality information and guidance, using excellent writing and editing skills to make complex topics easy to understand. Able to adapt tone and style for different audiences and formats while keeping content clear, consistent and in line with style guidelines.	A/I
3.	Experience of managing content projects, collaborating effectively with subject matter experts and stakeholders to make sure information is accurate, deadlines are met and decisions are communicated clearly and diplomatically. Skilled at presenting ideas, building consensus and explaining content choices using evidence and user insight.	A/I
4.	Experience of monitoring content performance, including setting success metrics and using user insights and analytics data to identify ways to improve content and user experience.	A/I
5.	Confident using content management systems (for example, Drupal), with experience of SEO (search engine optimisation) and a solid understanding of digital accessibility standards.	A/I
6.	Keeps up to date with developments relevant to the content design discipline (including AI) and actively shares learning with others.	I
7.	Demonstrates an understanding of deaf awareness and a commitment to inclusive, accessible communication that reflects diverse needs and backgrounds.	I

Desirable Criteria		How it is measured
<i>A – Application I – Interview T – Test or Presentation Q – Qualification</i>		
1.	Understanding of relevant legislation related to education, equality and rights – especially in the context of deaf children and the UK's various educational frameworks for children and young people with additional needs.	I