NEW OPPORTUNITY

COME AND BUILD WHAT'S NEXT

# Principal Content Designer

## Make it clear. **Make it work.**

Set the direction for content across Luton's digital services – so residents can find what they need, understand what to do and get it done first time.



GRADE M6 · PERMANENT · 37 HOURS

**£60,379 – £63,721**

plus £3,203 car allowance

Digital, Data & Technology · Candidate pack

**luton.gov.uk/jobs**

02 · WELCOME

# Welcome to Luton DDaT

Luton Council is the town's place shaper, delivering more than 730 services to the communities and businesses of one of the country's most diverse towns. Behind almost every one of them is technology – and the people who design, run and protect it.

Digital, Data & Technology (DDaT) is changing. We are building a new operating model with clear professions, modern career pathways aligned to the Skills Framework for the Information Age (SFIA), and specialist roles that have real influence on how the council's technology is designed, delivered and protected.

The Principal Content Designer is one of three specialist roles we are recruiting as part of that change. Together they tell one story: services that are protected, built around people, and designed securely from the very first sketch.

## Three roles. One story.




**730+**
services for Luton's residents and businesses

**1**
new DDaT operating model, being built now

**SFIA**
aligned professions and career pathways



Luton

03 · LUTON 2040

# From vision to delivery

OUR AMBITION

**A healthy, fair and sustainable town where everyone can thrive, and no one has to live in poverty.**

Luton 2040 is the town's long-term vision. Its mission is to **tackle poverty and inequality** – growth is a means, not the end in itself.

THE TEST OF SUCCESS

**12.1% → 9.9%**

fall in households living in destitution – a change affecting almost 5,000 residents.

## FIVE TOWN-WIDE PRIORITIES

- Inclusive economy
- Improved wellbeing
- Child-friendly town
- Net zero
- Empowered community

## THE COUNCIL'S FOCUS FOR THE NEXT THREE YEARS

The three areas residents say matter most – and the council's contribution to eliminating poverty by 2040.

**Jobs** · **Safety** · **Homes**

MADE POSSIBLE BY

Investment · Skills · Businesses · Infrastructure · and **effective council services** – which is where Digital, Data & Technology comes in.

04 · WHY LUTON, WHY NOW

# A town on the move

Luton has a substantial business base, strong connections and major investment underway. The ambition is to turn that investment into good jobs, higher skills and incomes – and, ultimately, less poverty.

**£5bn+**
investment underway, including town centre regeneration and airport growth

**8,800+**
businesses, from aviation and manufacturing to digital and creative

**93,000**
jobs in the town, around 69% of them full time

**No.1**
place in the country for job growth, 2010 to 2022

**11,000**
potential new jobs from London Luton Airport expansion

**25 min**
to London St Pancras International

Investment → Business growth → Jobs → Skills → Higher incomes → Less poverty

## Where this role fits

Jobs, Safety and Homes all depend on residents being able to find, understand and use council services – often at difficult moments in their lives. Clear, accessible content is what turns a service into one people can complete first time, without needing to call.

Sources: Luton 2040 vision; Luton 2040 Change Today 2025 Progress Report; Economic Growth Strategy for Luton 2025–2032 (consultation draft).

05 · WHY THIS ROLE EXISTS

# Content that helps people get things done – first time.



Digital Development is moving from fragmented web support to delivery at scale – product, content and development working together to turn the council's investment in Drupal, Liberty Create and the wider platform estate into end-to-end services people can actually complete. This role exists to set the direction for content across that work, so every journey on Luton's digital front door is clear, accessible and built around user needs.

1

### Content strategist

Set direction for content across complex, high-profile services and cross-service journeys.

2

### Standards owner

Define and assure content standards, patterns and governance across every channel.

3

### Capability builder

Lead the content team – coaching, critiquing and mentoring to raise quality across DDaT.

**Good to know:** this is a senior expert role, not a hands-off one. You will still design, write, prototype and test content yourself – alongside leading the content team. You will work side by side with the Principal Product Manager and our developers as one of the three delivery functions in Digital Development: product, content and development.

06 · THE PROFESSIONAL CHALLENGE

# From web pages to whole journeys.

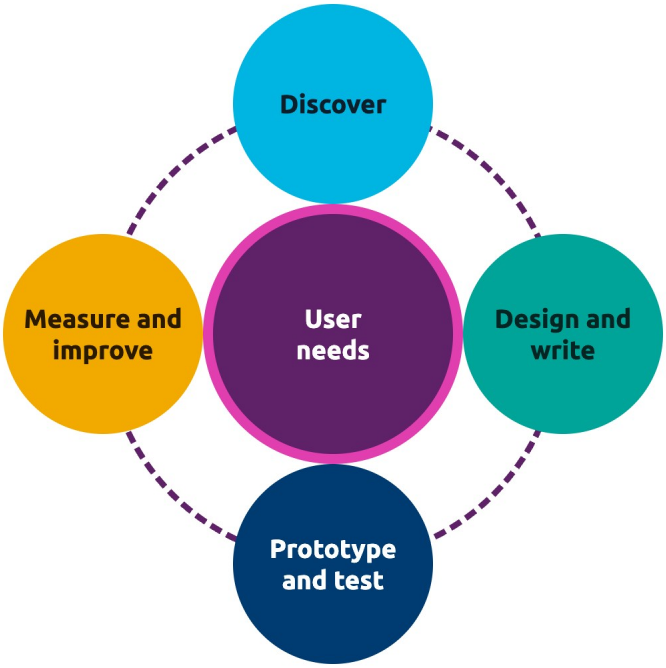
We are looking for an expert content design practitioner who can lead through influence – simplifying complex information, making sound decisions in a policy- and legislation-led environment, and helping others produce high-quality work.

## What you bring

- ✓ Extensive experience leading content design for complex digital services
- ✓ Writing that makes complex information simple
- ✓ Deep knowledge of accessible content, including WCAG

## Where you'll grow

- → Setting content strategy for a Digital Development team being built now
- → Building the council's content standards, patterns and guidance
- → Growing a content team and a community of practice




**Evidence to content, every time – tested and accessible**

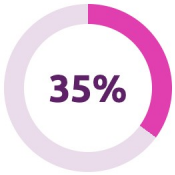
## The challenges you'll enjoy

- Turning policy and legal language into plain English
- Balancing user needs with policy, legal and operational requirements
- Reducing duplication and creating consistent, reusable patterns
- Using analytics, search and contact centre insight to prioritise improvements

07 · YOUR INFLUENCE

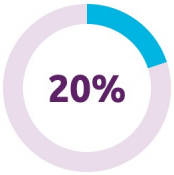
# What you'll shape

Six areas of responsibility, and roughly how your time will be spent across them.



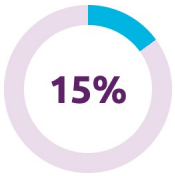

### Content strategy and direction

Lead content strategy for complex, high-impact services; set standards, patterns and governance; run content audits and an evidence-led improvement backlog.



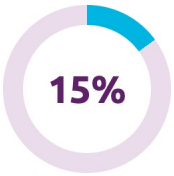

### User-centred content design and delivery

Plan, write and iterate end-to-end content – web, transactional and assisted digital – and map user stories and acceptance criteria with product and delivery colleagues.



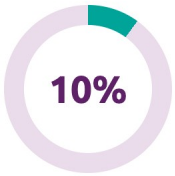

### Prototyping, testing and iteration

Prototype content in context, from lo-fi sketches to high fidelity, and turn user research findings into clear content decisions.



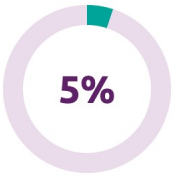

### Quality, accessibility and governance

Assure content against style, tone, accessibility and legal requirements, and keep content models, decision logs and guidance current.




### Stakeholders and cross-service delivery

Negotiate the best content outcomes across the council, lead cross-service projects and escalate high-risk content decisions at the right time.



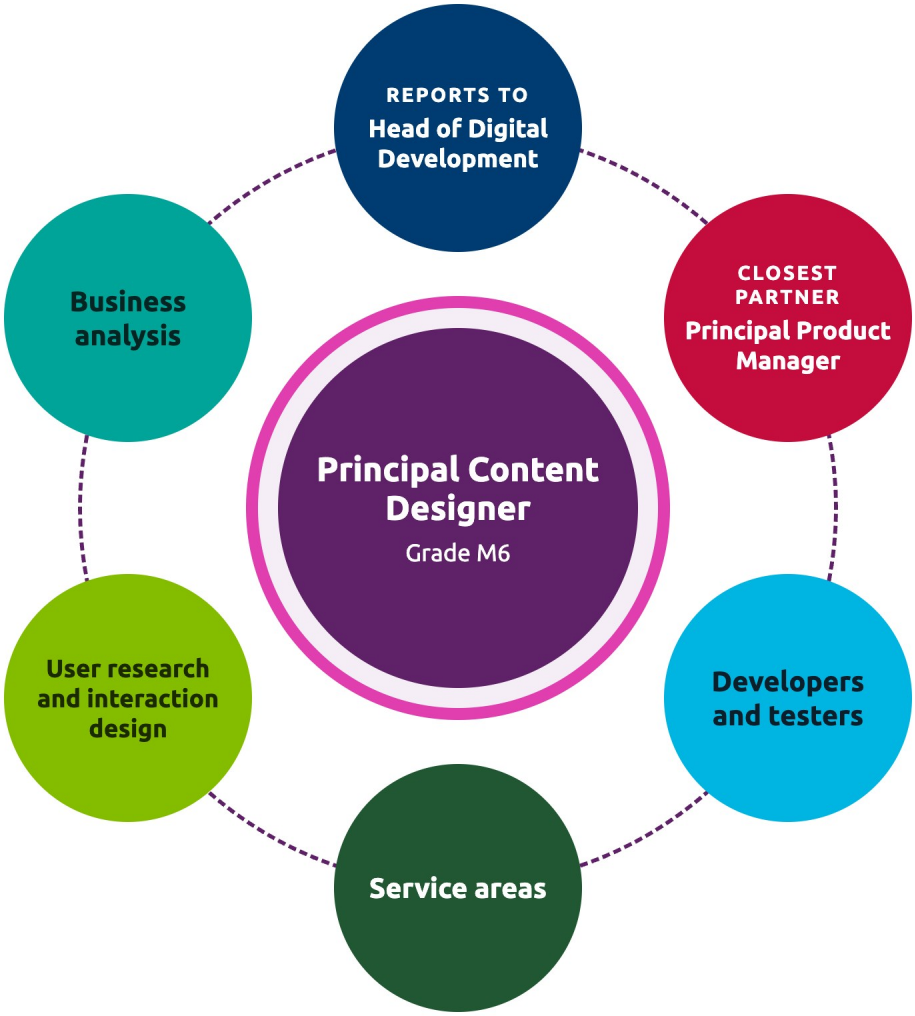

### Leadership, mentoring and improvement

Coach and critique content colleagues, champion Agile content design and contribute to communities of practice.

08 · THE DDAT TRANSFORMATION

# Join while it's being built

Our new DDaT operating model brings Digital Development together as three complementary delivery functions – product, content and development. The Principal Content Designer leads the content function, making sure every service on Luton's digital front door is clear, accessible and consistent.




**People**
Leads the content team – content designers, junior content designers and UX designers

**Budget**
No direct budget responsibility

**Accountable for**
Content strategy, standards, patterns and governance

**Ways of working**
Hybrid: focused remote work and purposeful office time



Luton

09 · COMMUNITY AND CAREER

# A profession, not just a post

This role sits within the **content design profession** of our DDaT Design career progression scheme. Every role is mapped to the Skills Framework for the Information Age (SFIA), so you can see what good looks like at each level – and how to grow.




## Responsibility level

| | |
|---|---|
| Autonomy | 6 |
| Influence | 6 |
| Complexity | 6 |
| Knowledge | 6 |

## Business skills and behaviours

| | |
|---|---|
| Communication | 6 |
| Collaboration | 6 |
| Creativity | 6 |
| Decision making | 6 |
| Leadership | 6 |
| Planning | 6 |

**CNDS**
**HCEV**

Primary SFIA skills: **Content design (CNDS)** and **User experience design (HCEV)**, supported by stakeholder relationship management, information content publishing, and methods and tools. Professional responsibility at SFIA Level 6 across autonomy, influence, complexity and knowledge.



Luton

10 · WHAT WE'RE LOOKING FOR

# Is this you?

The essentials below are our selection criteria. Show us how you meet them with clear, real examples.

## Experience

- Extensive experience leading content design for complex digital services and end-to-end journeys, including setting direction and assuring quality
- Designing, prototyping and iterating content for transactional journeys, using user research and performance data
- Influencing stakeholders to agree content decisions, manage risk and remove blockers, while keeping the focus on user needs
- Establishing content standards and governance, and improving quality through peer review, critique and coaching

## Skills and approach

- Excellent content design and writing – simplifying complex information with a consistent tone of voice
- Leading content discovery and setting direction for others, including journey mapping and user stories
- Negotiating and explaining content decisions clearly to technical and non-technical stakeholders
- Understanding of equality, accessibility and inclusion in digital service delivery

## Specialist knowledge

- Content design methods: information architecture, content modelling, patterns and governance
- Plain language and accessible content (including WCAG), adapted for different channels and audiences
- Public sector content assurance: sensitive content, decision records and measuring content performance

## Education and training

- A degree or equivalent professional qualification – or substantial equivalent experience in content design, communications, UX or a related discipline

### NICE TO HAVE

Public sector or local government experience · Drupal or a similar CMS · GOV.UK content standards and service patterns · Pattern libraries or style guides · Search, SEO and taxonomy

### PRACTICALITIES

Attending meetings in and outside the borough when required, and working flexibly in line with the council's agile working policies.

11 · WORKING AT LUTON

# Work that matters, rewarded well



THE PACKAGE

## £60,379 – £63,721

plus **£3,203** car allowance

| | |
|---|---|
| Grade | **M6** |
| Hours | **37 per week** |
| Contract | **Permanent, full time** |
| Location | **Luton, remote and office working** |

**Flexible working**
where the role allows

**25 days' leave**
rising with service and grade

**Local Government**
Pension Scheme

**Wellbeing**
support for you

**Training**
and career development

**Staff discounts**
across a range of offers

CARES

Join a collaborative, inclusive organisation where our **CARES values** guide how we work – and help make a real difference in one of the country's most diverse communities.



Luton

12 · YOUR JOURNEY

# Ready to make it work for people?

1

MONDAY 23 NOVEMBER

## Applications open

The role goes live externally. Read this pack and get in touch with any questions.

2

ANY TIME BEFORE CLOSING

## Have a conversation

An informal chat is the best way to find out if this is right for you.

3

MONDAY 30 NOVEMBER, 23:59

## Applications close

Make sure your application is submitted by 23:59.

4

TUESDAY 1 DECEMBER

## Shortlisting

Applications are sifted and interview invitations are sent out.

5

MONDAY 7 DECEMBER

## Panel interview via Teams

Meet the panel online and show us how you would make Luton's services work for people.

### LET'S TALK FIRST

For an informal, no-pressure conversation about the role, contact

**Joanne Cumper**

DDaT Consultant

joanne.cumper@luton.gov.uk

### HOW TO APPLY

Apply via the Luton Careers website at **luton.gov.uk/jobs**. Give clear examples showing how you meet each essential criterion in the person specification.

Selection: panel interview via Microsoft Teams · Sponsorship is not offered for this role

### EQUALITY AND ADJUSTMENTS

We welcome applicants from all backgrounds. If you need a reasonable adjustment or extra support at any stage, just tell us how we can help.