

DIGITAL CONTENT DESIGNER
NIHR RESEARCH DELIVERY NETWORK COORDINATING CENTRE



Salary Grade: 7

Reporting to: Senior User Centred Design Manager

Role ID: MHNCC1610

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Overview of the Role

The University of Leeds has been chosen by the UK government to lead the National Institute for Health and Care Research (NIHR) Research Delivery Network Coordinating Centre (RDNCC), and will be joined by 12 new Regional Research Delivery Networks (RRDNs), hosted by NHS organisations across the country to form the NIHR Research Delivery Network (RDN). The new NIHR RDN will operate as one unified organisation across England, balancing regional context, expertise and leadership with national coordination and strategy involving government policymakers. The RDNCC will work across England's health and care system, with staff in all settings, to support the effective and efficient initiation and delivery of research.

You will be responsible for planning and managing the static content and the content in the offline channels that forms part of the user journey for those using the digital engagement websites, and providing support for the dynamic content. You will ensure that all content is driven by user need, and informed by user research and analytics, to provide the best experience for users; including optimisation of search engines to promote the site to users. This role will be a key member of the user centred design function, and work closely with colleagues in the wider product and communications teams.

You will work collaboratively with colleagues within the RDNCC and, as required, across the RDN and the University of Leeds, and with external stakeholders in a host of settings. You will support the operational delivery of the organisation-wide shift in ways of working and culture that is required to ensure the network functions as a single organisation with a shared purpose and vision across England, as well as mutually supporting colleagues through the period of transformation and beyond.

This role requires national travel.

DUTIES AND RESPONSIBILITIES

Common duties and responsibilities for RDNCC Grade 7 roles

Ensure the effective coordination and delivery of key activities and projects within the function in line with organisational policies and priorities.

Support the management and coordination of the function's resources, recruiting, training and managing staff and providing input into the function's service improvement plans and strategic objectives.

Providing operational oversight, support, and professional expertise, both within the team and to stakeholders.

Producing high quality plans, briefing documents and/or reports for stakeholders and decision makers and/or for project or programme boards, including the analysis and presentation of data and management information.

Working collaboratively with RDNCC colleagues and stakeholders across the RDN and NIHR and the University of Leeds and externally, facilitating discussions and actively participating in groups and meetings in order to influence discussions, events and opinions to achieve operational objectives.

Make independent decisions, advise colleagues and senior leadership and lead or proactively input into service improvement initiatives to support the achievement of operational objectives and future direction. Identify opportunities, risks and optimal solutions to problems, analysing options and considering precedent to determine the best course of action.

Demonstrating personal leadership in terms of being focussed, flexible, professional, motivated and personally effective.

Duties and responsibilities specific to this role

1. Develop and maintain in-depth knowledge of the content of the digital services and the offline channels throughout the end-to-end user journey for volunteers and researchers.
2. Responsible for regular user needs analysis of existing content and identification of gaps, establishing a mechanism to regularly review content and ensure it is kept up to date, contributing to the continuous improvement and iteration of the services.
3. Responsible for the Content Playbook, ensuring it is regularly updated and the information and guidance are understood and adopted by the product and communications teams.

4. Work collaboratively with user centred design colleagues, understanding the principles of service design, user experience design and user research methods to be able to suggest the most appropriate content and ways to test content with users.
5. Produce content, including complex medical and technical terms, written in plain language that is understandable to all users, in line with GOV.UK, NHS and accessibility content guidelines, and actively contribute to their online communities to update and improve the guidelines.
6. Use the latest content design principles and recommendations to successfully synthesise complex information, prototype, test and iterate content based on hypotheses that can be tested with users.

Other duties

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential requirements for all RDNCC grade 7 roles

- The ability to support organisational change and transformation programmes in a positive and proactive way, and to provide mutual support and motivation to colleagues through substantial organisational and cultural change.
- The ability to develop operational plans that will support delivery of objectives and priorities.
- Creative, flexible, and self-motivated with the ability to work and deliver to deadlines and manage competing priorities.
- The ability to work collaboratively, with evidence of successfully developing and maintaining effective working relationships with colleagues and stakeholders at all levels.
- Communication and interpersonal skills with the ability to articulate priorities and effectively engage and influence others.
- The ability to effectively analyse problems and data to present solutions and information in a meaningful way to a diverse range of decision makers and stakeholders.

Essential requirements specific to this role

- Experience of working with the GOV.UK Service Standard and Government Digital Services, including the WCAG Accessibility Guidelines and applying it to content design work.
- Experience in using a range of digital systems, including traditional and headless Content Management Systems, Adobe Creative Cloud programmes and interface design systems, such as Figma.
- Understand the issues surrounding digital inclusion and digital literacy and apply content knowledge solutions to address these where possible.

Additional information

NIHR Research Delivery Network

The National Institute for Health and Care Research (NIHR) is funded by the Department of Health and Social Care (DHSC). NIHR works in partnership with the NHS, universities, local government, other research funders, patients and the public. The NIHR funds, enables and delivers world-leading health and social care research that improves people's health and wellbeing and promotes economic growth. NIHR is a major funder of applied health research in low and middle-income countries. Further information on the NIHR can be found at www.nihr.ac.uk.

As part of NIHR, the Research Delivery Network (RDN) supports the effective and efficient initiation and delivery of funded research across the health and care system in England for the benefit of patients, the health and care system and the economy. The scope and purpose of RDN is to support:

- Clinical trials and other well-designed health and social care research studies (including studies that are delivered outside of an NHS setting).
- Public health studies that require the recruitment of individuals within an NHS setting (that is, acute, ambulance, mental health, community, or primary care) or an episode of care which involves contact with the NHS.

The whole of England will be supported through 12 NIHR Regional Research Delivery Networks (RRDNs). The RRDNs will work with the national Research Delivery Network Coordinating Centre (RDNCC) to provide a joint RDN leadership function so that the NIHR RDN as a whole functions as a single organisation with a shared vision and purpose across England.

The University of Leeds is the provider of the RDNCC, working with and on behalf of DHSC. The University will be the employer for this role.

University of Leeds

Inclusion

At the University of Leeds, we are committed to providing a culture of inclusion, respect and equity of opportunity that attracts, supports, and retains the best students and staff from all backgrounds. Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate.

Information for disabled candidates

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at hr@leeds.ac.uk

Criminal record information

Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

Salary Requirements of the Skilled Worker Visa Route

Please note that this post may be suitable for sponsorship under the Skilled Worker visa route but first-time applicants might need to qualify for salary concessions. For more information please visit: www.gov.uk/skilled-worker-visa.

For research and academic posts, we will consider eligibility under the Global Talent visa. For more information please visit: <https://www.gov.uk/global-talent>

Working at the University of Leeds

To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.