

JOB DESCRIPTION

Job Title	Digital Design & Development Officer		
Directorate	Strategy Performance & Communications		
Reporting to			
Grade	11		
Evaluation ref:	TR0112	Job Family Ref:	
Role purpose			
The Digital Design & Development Officer at Somerset Council plays a key role in advancing the council's digital transformation within the Strategy, Performance & Communications directorate. Reporting to the Digital Transformation Lead, the role focuses on designing, developing and implementing digital solutions that improve online services and user experience. Working collaboratively across service areas, the post holder identifies digital needs, delivers user-centred designs, and ensures effective integration of tools and platforms. The role requires a blend of creative, technical and strategic skills to enhance accessibility, efficiency and engagement. It also involves monitoring and evaluating digital initiatives to ensure they deliver measurable benefits and align with strategic priorities. The post covers two specialisms—Content Design and Digital Development—with the flexibility to focus on one or both, while maintaining a broad skillset across the wider responsibilities.			
Accountabilities			
Shared Responsibilities: • Collaborate with internal stakeholders to identify digital needs and opportunities. • Implement and manage digital projects from conception to completion. • Ensure all digital solutions are accessible and compliant with relevant standards, such as accessibility standards. • Provide technical support and training to staff on digital tools and platforms. • Monitor and evaluate the performance of digital initiatives. • Stay updated with the latest digital trends and technologies. • Analyse user feedback and data to continuously improve digital services. • Design and develop user-friendly digital interfaces and applications. • Develop and maintain the council's website and other digital platforms. • Create and manage digital content, ensuring it is engaging and informative. Specialist Areas: Content Design Specialism:			

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- Create and manage digital content, ensuring it is engaging, informative, and meets user needs.
- Develop content strategies that align with council objectives and enhance user experience.
- Apply content design principles to ensure information is accessible, easy to understand, and optimised for the web.
- Work closely with service areas to gather and translate user needs into effective digital content.
- Use evidence-based design methods, including user research and analytics, to validate and iterate content.

Digital Development Specialism:

- Design and develop user-friendly digital interfaces and applications using front-end development technologies.
- Maintain and enhance the council's website and other digital platforms.
- Develop technical solutions that support seamless integration and efficient service delivery.
- Implement interaction design best practices to create effective and intuitive digital experiences.
- Utilise low-code development platforms to build and deploy digital solutions efficiently.
- Work closely with user researchers, content designers, and other team members to ensure a cohesive user experience.

Knowledge / Experience / Skills

	Essential	Desirable
Knowledge		
Strong understanding of digital design principles and best practices.	x	
Knowledge of web development languages such as HTML, CSS, and JavaScript.	x	
Understanding of user experience (UX) and user interface (UI) design.	x	
Familiarity with content management systems (CMS).	x	
Knowledge of digital accessibility standards.	x	
Understanding of search engine optimisation (SEO) and how it impacts content creation		x
Awareness of data protection and privacy regulations.		x

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Strong understanding of content design principles.	x	
Expertise in content management systems (CMS)	x	
Experience		
Experience in digital design and development.	x	
Experience managing digital projects from start to finish.	x	
Experience using analytics tools to measure digital performance.	x	
Experience collaborating with cross-functional teams.	x	
Experience working in a public sector or local government environment.		x
Experience providing technical support and training.		x
Qualifications / Registrations / Certifications		
Degree in Digital Design, Computer Science, or a related field or equivalent experience	x	
Continuous professional development in digital technologies.	x	
Professional certification in digital design or web development.		x
Training in project management methodologies such as Agile or Scrum.		x
Certification in UX/UI design.		x
Qualification in digital marketing.		x
Skills		
Excellent technical skills in web development and digital design.	x	
Strong project management skills.	x	
Ability to communicate complex technical information to non-technical stakeholders.	x	
Creative thinking and problem-solving skills.	x	
Strong analytical skills to interpret data and make informed decisions.	x	
Ability to work independently and as part of a team.	x	

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Working Conditions
Dimensions of the role
Working Arrangements
Somerset Council's dynamic Working Strategy will be applied to this position.
Corporate Accountabilities
Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

Date: