**ROLE PROFILE**

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| **Role:** | Lead UX Writer (Content Designer) |
| **Location:** | London/Bristol |
| **Band:** | Band 3 |
| **Hours** | Full time |
| **Pre-Employment Checks** | **DBS Check  Financial Check  Qualification Check** |
| **Purpose of Role:** | Motability Operations has been working to improve how we communicate to our customers via our digital offering. We are looking for a Lead UX Writer to continue to support us on this journey, looking at content across both the main website but also in the Online Account area.  We need a scalable and efficient way of creating, reviewing and approving content across the online account, emails and website in line with the Motability brand. The Lead UX Writer will help us achieve this.  **Main responsibilities**:   * Content Strategy experience and influencing senior stakeholders. * Team management * Create and own a set of digital content guidelines that apply to customer-facing experiences * Establish consensus for these guidelines across stakeholders from areas of the business such as marketing, legal, customer services and dealer services * Contribute to implementing a process for creating, reviewing and approving content * Collaborate with, train and support UX designers from each stream of work to influence the design of solutions with a content-first mindset * Create and review written content |
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| **About you:** | **User-centred content design** You direct the approach to content lifecycle management to make sure content is regularly reviewed and evaluated by teams. You oversee teams’ work to make sure the right content is being produced to meet the needs of users. You have extensive experience of creating, iterating, managing and overseeing content across multiple channels. You encourage teams to review and evaluate the effectiveness of processes and systems and support them to iterate for improvements. You are accountable for the production of high-quality, user-focused content.   **Stakeholder management** You are able to bring together people from different parts of the business to achieve consensus and ensure different business needs are represented.   **Content know-how** You are able to advise on the best format and words to communicate with customers. You’re not just a great writer, but also understand that the form and function of content is important. You’re able to pick the best formats and words for short form things such as buttons labels and error messages through to complex things such as step-by-step instructions and T&Cs in a way that represents the Motability brand. You are able to present recommendations with clear rationale with authority while being open to constructive feedback from users and stakeholders. You put accessibility requirements at the heart of approaches to designing content and encourage others to do the same.   **Coaching** You can help other people create better content.   **Agile working** You are aware of and understand agile methodology and can apply an agile mindset to your work. You can work in a fast-paced, evolving environment and use an iterative and flexible approach to enable rapid delivery.   **Ability to think strategically** You are able to lead strategic content initiatives such as creating content guidelines and processes across multiple products. |
| **Minimum criteria:** | In addition to the criteria referred to in the ‘About you’ section:  Essential   * Experience in designing accessible content for digital channels * Experience working in an agile delivery environment. * Significant Content Strategy experience and influencing senior stakeholders. * Experienced creating digital content guidelines that apply to customer-facing experiences * Experience writing content to a high level, that is audience appropriate and is very effective at communicating to users. * Team management experience * Significant coaching and mentorship experience |
| **About the team:** | You will be part of a design team which also includes user experience designers, user researchers and a visual designer. The team’s aim is to improve the lives of our Motability customers by designing solutions that make it easy for them to interact with us online. Shared responsibilities of everyone on the team  * Contribute to continuously improve our design methodology and keep abreast of new tools and processes * Participate in a culture of open-sharing, collaboration, constructive critiquing and shared learning * Champion digital accessibility, have up to date knowledge of the latest WCAG 2.1 accessibility guidelines and ensure all designs are accessible to our uniquely diverse customer base * Help product/delivery teams understand the outcomes/goals of the mission or problem to be solved, as opposed to having a ‘feature-led’ mindset |
| **About us:** | **THIS SECTION IS ONLY REQUIRED FOR EXTERNAL ADVERTS**  Motability Operations provides worry-free mobility solutions to over 630,000 customers and their families across the UK. Customers exchange their higher rate mobility allowance to lease a range of affordable vehicles (cars, wheelchair accessible vehicles, scooters and powered wheelchairs) with insurance, maintenance and breakdown assistance included. We are the largest car fleet operator in the UK (purchasing around 10% of all the new cars sold in the UK) and work with a network of around 5,000 car dealers and all the major manufacturers. We pride ourselves on delivering outstanding customer service, achieving an independently verified customer satisfaction rating of 9.8 out of 10.  We employee around 1200 people who are based across 3 locations: London, Bristol, and Edinburgh.  We know that our people are key to our success and our aim is to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm for meeting our customers' needs and in return, we offer the flexibility to balance your personal and work life.  At Motability Operations, we believe in building a diverse workforce, where our people are empowered to attend work as their true selves, and we encourage people from all backgrounds to apply. We want to sustain a culture that nurtures, where employees are free to flourish and where they’re rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability or gender. |