

Lead Content Designer

Job title	Lead Content Designer
Reports to	Group Head of Digital Transformation
Location	Hybrid (40% in Bristol office, remote options considered)
Department	Digital
Job summary	<ul style="list-style-type: none"> • Own the delivery of high quality, user centred digital content and end-to-end user experiences, aligning with organisational goals • Lead the development and application of content strategy, governance and standards across teams • Drive the adoption of user-centred, evidence-based practices to support digital transformation. • Support culture and behaviour change in an organisation early in its digital transformation journey.
Key responsibilities	<ul style="list-style-type: none"> • Own and deliver continuous improvement of high priority digital content and complex end-to-end user journeys, ensuring they meet defined quality standards and performance measures. • Lead organisation-wide content strategy, governance models and standards, ensuring compliance, quality and alignment across teams • Serve as the organisation’s subject matter expert for content design, using deep expertise to influence decision-making and guide continuous improvement • Own the planning, delivery and interpretation of user research and analytics, to inform evidence-based decisions and drive improvements to journeys and content. • Lead capability-building, working with teams at different levels of digital maturity to embed new ways of working and build skills and confidence • Line-managing and supporting the development of the Junior Content Designer • Work collaboratively across functions – design, development, product and others – to align priorities, resolve complex challenges and ensure effective, integrated delivery. • Build on networks and communities of practice, and bring in learning from external organisations • Support digital projects and wider team delivery as needed



	<ul style="list-style-type: none"> • Advocate internally for Soil Association’s wider digital transformation
Qualifications	<ul style="list-style-type: none"> • You will have a strong working understanding of content design best practice, either from a qualification or self-study plus application of these skills on the job.
Knowledge and experience	<ul style="list-style-type: none"> • Significant experience in senior content design roles and comprehensive knowledge of content design best practice • Proven ability to apply expert content and UX knowledge to complex problems, balancing user needs, business goals and technical constraints. • Extensive experience of developing content strategy, governance and standards • Extensive experience improving content and UX practice in organisations at earlier stages of digital maturity • Evidence of pragmatic delivery – adapting methods to context, constraints and stakeholder readiness – while safeguarding user needs and accessibility. • Substantial experience influencing colleagues with different levels of digital understanding to adopt or support new ideas and ways of working • Strong understanding of accessibility and inclusive design, with experience advocating for its adoption. • Significant experience conducting user research, and using data and evidence to inform content decisions • Charity or not-for-profit experience desirable but not essential
Personal qualities and skills	<p>Qualities:</p> <ul style="list-style-type: none"> • Strong advocate for user-centred design and accessibility • Comfortable working in a transformation and change environments, and with stakeholders with a range of digital skills and confidence • Leads with autonomy, exercising sound judgement in complex and ambiguous situations. • Pragmatic as well as principled – able to judge where “good enough now” unlocks value versus where to hold the line on standards.



- Confident influencing and engaging colleagues at all levels, building trusted relationships that support delivery and shared solutions.
- Collaborative, open and supportive, with strong relationship-building skills
- Curious, reflective and committed to continuous improvement
- Data and insight-led in decision-making
- Empathetic, critical thinker focused on user needs and outcomes

Essential skills:

- Facilitation and coaching for change (e.g., show-and-tell, pair-writing, crits, playbacks)
- Strong prioritisation and delivery skills across multiple projects
- CMS (e.g. Umbraco or similar)
- Research and analytics tools (e.g. GA4, Search Console, Hotjar, Optimal)

Desirable skills:

- Collaboration and workshop tools (e.g. Miro)
- Productivity tools (e.g. Trello and MS Teams)

Contract type	Permanent
Band	C
Hours of work	28 hours per week (0.8 FTE)
Probationary period	6 months
Notice period	2 months
Holidays	27 days per annum (pro rata) plus bank holidays, plus 2 volunteering days per annum
Produced by	Dan Farmer, Celia Warin
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