



## JOB DESCRIPTION

<b>Job Title</b>	Digital Design & Development Assistant					
<b>Directorate</b>	Strategy Performance & Communications					
<b>Evaluation ref:</b>	TR0113 – Grade 13					
<b>Role purpose</b>						
<p>The Digital Design &amp; Development Assistant at Somerset Council supports the digital transformation efforts within the Strategy Performance &amp; Communications directorate. Reporting to the Digital Transformation Lead, this role involves assisting in the design, development, and implementation of digital solutions that enhance the council's online presence and service delivery. The assistant will work closely with various teams to identify digital needs, contribute to user-centric designs, and support the integration of digital tools and platforms. This role requires a combination of creativity, technical skills, and a collaborative approach to help the council achieve its goals of improving accessibility, efficiency, and engagement through digital means. The Digital Design &amp; Development Assistant will also help monitor and evaluate the effectiveness of digital initiatives, ensuring they align with the council's strategic objectives and deliver tangible benefits to the community.</p>						
<b>Accountabilities</b>						
<ul style="list-style-type: none"><li>Assist in designing and developing user-friendly digital interfaces and applications.</li><li>Support internal stakeholders in identifying digital needs and opportunities.</li><li>Help implement and manage digital projects from conception to completion.</li><li>Ensure all digital solutions are accessible and compliant with relevant standards.</li><li>Assist in monitoring and evaluating the performance of digital initiatives.</li><li>Provide technical support and training to staff on digital tools and platforms.</li><li>Stay updated with the latest digital trends and technologies.</li><li>Help develop and maintain the council's website and other digital platforms.</li><li>Create and manage digital content, ensuring it is engaging and informative.</li><li>Analyse user feedback and data to continuously improve digital services.</li></ul>						
<b>Knowledge / Experience / Skills</b>						
		<b>Essential</b>	<b>Desirable</b>			
<b>Knowledge</b>						
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				



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Knowledge of digital accessibility standards.	x	
Awareness of data protection and privacy regulations.		x
<b>Experience</b>		
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
<b>Qualifications / Registrations / Certifications</b>		
Degree in Digital Design, Computer Science, or a related field.		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
Continuous professional development in digital technologies.	x	
<b>Skills</b>		
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	



**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: