



Kinship

Content Designer

Services and Digital Department
Digital and Content Team

Information for applicants for the post of: *Content Designer*

Thank you for your interest in the above role. This pack tells you more about the Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

Role details:

Job title: Content Designer

Responsible to: Senior Content Designer

Duration: 18 months, with extension dependent on funding

Location: Home-based or hybrid (Vauxhall office)

Working Hours: 28 hours per week (we offer flexibility so that you can fit your job around your home life - which is really important to us).

Salary: £36,000 to £38,000 (out of London) to £39,226 to £41,226 (including London weighting) pro rata

Direct reports: None

Leave allocation: 30 days annual leave pro rata, plus bank holidays (1 April to 31 March).

We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.

About Kinship:

We are Kinship. The leading kinship care charity in England and Wales. We're here for kinship carers – friends or family who step up to raise a child when their parents aren't able to.

We are made by and for our community of kinship carers. Like family, relationships run deep. And we hear their experiences; for too long they have been isolated without the help they need.

We support, advise and inform kinship carers. Connecting them so they feel empowered.

Because a child needs the love and warmth of a thriving family.

We develop research, campaigns and policy solutions. Creating positive change across society.

Because for kinship families, love alone is not enough.

Through our work we harness frustrations to fuel passion for change. And tough experiences to inspire ideas that transform lives.

And as we see momentum building, we keep using evidence to demonstrate the value of kinship care. Helping kinship carers navigate challenging circumstances. Believing in a child's potential.

Join us. Together, let's commit to change for kinship families.

About the team:

You'll sit in the Services and Digital Department, in the Digital and Content Team. Our department comprises of the Training, Advice, Peer Support, Programmes and Database teams.

We're on an exciting digital journey at Kinship. We've been funded by the Department for Education to deliver the first ever national training service for kinship carers in England. This is game changing for kinship carers.

Over the last year, we've been focused on developing training (online and in person) that meets the needs of kinship carers. As we move into the next phase of work, we are focused on creating easily accessible online advice and information as part of a new taxonomy which meets kinship carers' needs as they 'become' and 'live' as kinship carers.

You'll be joining a growing organisation where you'll have brilliant opportunities for personal development and training to support you in your role.

About the role:

We have recently developed a new website which provides independent online information, advice and support for kinship carers. We are developing new content for the website, with a particular focus on creating video and audio content that meets kinship carers' needs. You'll be developing this content alongside a videographer and working with our Senior Content Designer to feed into the content strategy.

The postholder will **research, create and deliver engaging, user-focused content, and deliver a seamless user content experience throughout all content development.** Working with kinship carers and subject matter experts will be a big part of your role.

You will be working on content in a range of formats, including web copy, printed guides, presentations for training, workshop materials (digital and printed), video, podcasts and more.

Kinship is the working name for Grandparents Plus, which is a company limited by guarantee registered in England and Wales under number 4454103 and registered as a charity under number 1093975

The type of person we're looking for:

One day you could be working with a videographer to organise filming a new series of videos, on another you could be doing paired writing with a subject matter expert to explain the different types of kinship care.

[Content Design by Sarah Winters and Rachel Edwards](#) and [Designed with Care: Creating trauma-informed content by Rachel Edwards](#) will be your guides to best practice and content design principles. You'll be confident facilitating discovery and research and building user stories and job stories with clear user goals.

This is a great opportunity if you're a self-starter, brilliant at building trusting relationships and someone ambitious to make their mark in content design. We'll also provide excellent training and support to help you.

This role will require flexibility for occasional travel in England and Wales.

The team work remotely, but there is the option to work from our office in London.

What you'll be doing:

Key responsibilities:

Content creation:

- Create the content which supports our new Kinship training service. This includes training content, advice and information, video and audio content. All content will align to the development of our taxonomy and user needs.
- Lead on video and audio content creation, from content briefs to script writing to overseeing the development of the final content.
- Work with subject experts as part of a Knowledge Board to ensure content is relevant and consistent.
- Take complex language, processes and legislation to design content that is clear, simple and allows users to achieve their goals (creating user stories and job stories).
- Use data sources, insight and subject experts to deliver accurate, informative user-focused content ensuring brand and message consistency.
- Be committed to content design principles of using data and evidence to inform content decisions.

- Take responsibility for scoping, writing, editing and publishing content (and supporting colleagues as part of a new governance process).
- Communicate your work and decision-making clearly to core stakeholders (including partner organisations and kinship carers).

Discovery, research and design:

- Carry out in-depth user research, using insight and analytics to optimise Kinship's content.
- Facilitate and support user research using empathy mapping, user journeys and other techniques to understand user goals.
- Support user research, working with Kinship teams (especially our advice team and Knowledge Board) to test content, information architecture, and prototypes.
- Design content with end-to-end service provision in mind and ensure all content is accessible and meets the needs of a diverse audience.
- Champion the needs of the user (including our internal users) and turn them into easily digestible, scannable and actionable content.
- Ensure meaningful participation and co-production with kinship carers to develop content where appropriate.
- Base decision-making on insight and evidence.

Continuous innovation and improvement:

- Support colleagues to understand content design principles using techniques like paired writing.
- Embed content design processes in the charity and upskill internal team members, building templates which support delivery of goal-oriented content.
- Actively learn from external organisations and peers, using best practice to test new approaches (for example using AI to support content-led products and services).
- Ensure high-quality manualisation and documentation of systems, processes and content patterns to support content governance and transparent processes (using [Notion.so](#)).
- Ensure that best practice is followed at all times, including regarding safeguarding, GDPR and PECR.

Collaboration, participation and teamwork:

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- Work with team members and peers to contribute and develop a positive culture and high-achieving team.
- Embed values and behaviours where learning and innovation is at the heart of developing website content which meets the needs of our kinship carers and other audiences.
- Actively contribute to Kinship's long-term strategy, objectives, business plans and budgets.
- Put kinship carers and their needs at the heart of why we do what we do, which also includes how we collaborate with staff members who are kinship carers.

Knowledge, abilities, skills and experience:

Essential:

- experience of designing user-centric, jargon-free content across digital and non-digital channels
- experience of mapping user journeys from user research and working with subject matter experts to turn complex language and processes into easy understandable content
- an ability to influence and support key stakeholders and colleagues to understand the value and impact of content design principles
- experience of working with users and an understanding of the barriers they may face when accessing content, taking a trauma-informed approach to content design
- strong prototyping skills and knowledge of how to test content with users
- experience in delivering and coordinating successful content projects, from understanding user needs through to creation
- experience of producing accessible digital content with an understanding of search engine optimisation (SEO) and user behaviour online
- experience of managing content production processes and creating, improving, publishing and managing high-quality, user-centred content in different formats
- a commitment to equity, diversity and inclusion within your role

Desirable:

- experience of kinship care

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- project management experience, training and/or qualification
- experience of working with a social care provider, charity or local authority
- knowledge of accessibility and GDPR principles and copyright law
- experience of agile processes
- knowledge and understanding of kinship care and/or children and families who need support

Your main relationships will be with:

- Senior Content Designer
- Head of Digital and Content
- Senior Digital Project Manager
- Website Content Manager
- Director of Services and Digital
- Associate Director of Advice, Training and Information and Training Team
- Members of the Knowledge Board and other subject experts
- Advice Team
- Communications and Policy Team

What it means to work at Kinship:

Our vision:

A society in which kinship carers and the children they care for are recognised, valued and supported.

Our mission:

To ensure that kinship carers and the children they care for get the support and recognition they need.

"Knowing what you do helps kinship families that really need support. Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers."

(Staff member at Kinship)

We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.

Our Kinship values:

Be bold

We fight for what's right with focus and determination

- Be driven by evidence and deliver quality
- Innovate bravely, fail fast and learn quickly
- Challenge constructively to move us forward



Be stronger together

We see the bigger picture of our work and value collaboration to drive impact

- Recognise and value the part everyone plays
- Bring different strengths and expertise together with purpose
- Ask whose voice and experience may be missing



Step up

We all take responsibility for changing lives and changing the system

- Actively seek and share knowledge
- Step in with ideas and solutions
- Ask for and give honest feedback



Put people first

We care about each other and create spaces where people feel they belong and can thrive

- Bring people together to share experiences and celebrate success
- Listen with curiosity not judgement
- Support with understanding and compassion



Equality, diversity and inclusion:

Kinship is committed to championing equality, diversity and inclusion. We believe our work is greatly enhanced by the varied backgrounds, experiences and views represented within our teams. We aim to create inclusive teams, celebrate differences and encourage everyone to join us and be their true self at work.

We therefore encourage applications from anyone who fits our values, whatever their religion or belief, sex, gender identity, race, age, sexuality or disability and are actively seeking candidates that can bring real innovation and commitment to us.

Candidate application information:

Please refer to the job description for this role to check that you meet the criteria in the “knowledge, skills and experience” section that are necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined in the job description.

Please tell us if there are any reasonable adjustments, we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

How to apply:

Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.

Kinship reserves the right to close a recruitment campaign earlier than the advertised where we have received sufficient applications.

Please apply for the role of Content Designer by sending a CV and cover letter (no more than 2 pages) to recruitment@kinship.org.uk

Please include your notice period / earliest availability to start.

Some tips for your application:

- Make sure you've read the job description and the essential requirements – make sure your answer reflects those points in the requirements very clearly.

- Really tell us why you want to work for Kinship. We're interested in working with people who share our values. You can read about our values above.
- Keep your response clear – use bullets points and short paragraphs if that helps. It will help the recruitment team to really focus on your answer.
- Don't go over 2 page on your covering letter.
- Please do not use AI tools like ChatGPT to produce your answers. We use software to check and your application will be rejected if you do.

Key details:

Apply: recruitment@kinship.org.uk FAO Rachel Nelligan
Application deadline: 9am on Monday 6 January 2025
First interview: Monday 13 January 2025 – online

If you would like further information or an informal chat about this role, please contact Rachel Nelligan (Senior Content Designer)
E: rachel.nelligan@kinship.org.uk

Conditions of employment and what we offer:

Working hours:

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.

Flexible working:

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.

Learning and development:

A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Health and wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Wellbeing Wednesdays
- Charity Worker Discount

Travel:

For this role, there is a requirement to occasionally travel across the nations (England and Wales). There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

Pension scheme:

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements. We use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.

Probationary period:

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.

Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will **guarantee interviews** to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector.

Standard clauses:

- This role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

Note:

This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.