# Ministry of Social Development logo

# Content Designer

# Service Delivery Communications

## Our purpose

**Manaaki tangata, Manaaki whānau**

We help New Zealanders to be safe, strong and independent

## Our commitment to Māori

As a **Te Tiriti o Waitangi** partner we are committed to supporting and enabling Māori, whānau, hapū, Iwi and communities to realise their own potential and aspirations.

## Our strategic direction



## Our Values



## Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āianei, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi.  We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

## The outcomes we want to achieve

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| --- | --- | --- |
| New Zealanders get the support they require | New Zealanders are resilient and live in inclusive and supportive communities | New Zealanders participate positively in society and reach their potential |

## We carry out a broad range of responsibilities and functions including

* Employment, income support and superannuation
* Community partnerships, programmes and campaigns
* Advocacy for seniors, disabled people and youth
* Public Housing assistance and emergency housing
* Resolving claims of abuse and neglect in state care
* Student allowances and loans

## **He whakataukī\***

|  |  |
| --- | --- |
| Unuhia te rito o te harakeke  Kei hea te kōmako e kō?  Whakatairangitia, rere ki uta, rere ki tai;  Ui mai ki ahau,  He aha te mea nui o te ao?  Māku e kī atu,  He tangata, he tangata, he tangata\* | If you remove the central shoot of the flaxbush  Where will the bellbird find rest?  Will it fly inland, fly out to sea, or fly aimlessly;  If you were to ask me,  What is the most important thing in the world?  I will tell you,  It is people, it is people, it is people |

\* We would like to acknowledge Te Rūnanga Nui o Te Aupōuri Trust for their permission to use this whakataukī

## Position detail

### Overview of position

The Content Designer plays a key role in shaping and managing content across MSD’s digital products and channels. Their work empowers both clients and staff to easily understand information and complete the tasks they need to do.

They apply user experience principles, content strategy, and MSD’s frameworks and style guides to create content that is clear, accessible, and tailored to user needs. Using evidence and insights, they identify, develop, and manage content in the right format, tone, and voice - always in plain English and aligned with MSD’s commitment to inclusive communication.

They collaborate with stakeholders across a range of digital content areas to ensure our services meet the needs of internal and external audiences.

They work closely with MSD’s communication and engagement teams to deliver integrated, aligned digital content that reflects our values and supports our strategic goals.

### Location

National Office, Wellington

### Reports to

## Manager Digital Communications

## Key responsibilities

* Lead content development and management, and support engagement with stakeholders on website content matters.
* Use evidence to identify, manage and write content for web and other digital channels, using the right tone and voice, using clear, precise plain English, tailored to user needs.
* Design and write content for MSD’s digital channels to meet our user needs, ensuring it aligns with the content strategy or framework, style guide, and meets NZ Government web standards for accessibility and usability.
* Engage with internal stakeholders to manage content requests, including creating and defining requirements, writing, reviewing and editing content to ensure that content meets the needs of our users, stakeholders and reflects the content strategy objectives.
* Support the development of information architecture for digital channels informed by user-testing with internal and external stakeholders and develop engaging visual presentations to inform decision-making.
* Collaborate with teams responsible for non-digital communication channels to ensure consistency of messaging and alignment across all client touchpoints.
* Manage content and visual design processes for existing and new channels.
* Provide expert advice on content best practices to others in MSD e.g., governance, standards, usability, accessibility, design and technical. Contribute to the development of content strategies for MSD’s digital channels.
* Build and maintain effective relationships and partnerships with internal stakeholders.
* Provide expert advice and guidance on content management, proactively sharing knowledge within the team and with others in the organisation.
* Champion good online writing principles and practice among website stakeholders and SMEs and build the content capability for the future.
* Align to and champion MSD’s visual identity and brand guidelines and ensuring these are followed in product and service design activities.
* Generate responsive content solutions as the needs and priorities of our customers, influencers and our business change (user feedback, monitor and continuous improvement).

## Embedding te ao Māori

* Embedding Te Ao Māori (te reo Māori, tikanga, kawa, Te Tiriti o Waitangi) into the way we do things at MSD.
* Building more experience, knowledge, skills and capabilities to confidently engage with whānau, hapū and iwi.

## Health, safety and security

* Understand and implement your Health, Safety and Security (HSS) accountabilities as outlined in the HSS Accountability Framework.
* Ensure you understand, follow and implement all Health, Safety and Security and wellbeing policies and procedures.

## Emergency management and business continuity

* Remain familiar with the relevant provisions of the Emergency Management and Business Continuity Plans that impact your business group/team.
* Participate in periodic training, reviews and tests of the established Business Continuity Plans and operating procedures.

## Know-how

* Demonstrated experience designing user-centred content that meets audience needs across digital channels.
* Strong ability to simplify complex ideas and language, with advanced knowledge of grammar and plain English principles.
* Ability to demonstrate innovation, experimentation, problem solving and agile ways of working, to develop and inject a digital focus into engagement strategies and plans.
* Excellent knowledge of web content best practices, including writing plain English for web and digital channels, search engine optimisation, information architecture and accessibility.
* Proven ability to work collaboratively with different levels of stakeholders.
* Good knowledge and experience of analytics and its use as evidence to develop content that meets the needs of users and influences their behaviour, e.g., Google Analytics or similar tools to track and evaluate content performance
* Demonstrated experience working with or alongside teams delivering non-digital communications (e.g., print, letters, advertising) to ensure cohesive and integrated messaging.
* Extensive knowledge of web trends, standards, and best practice for content design.
* A tertiary qualification in communications, journalism, writing or a related discipline, or extensive experience in a government digital communications role.
* Experience with content management systems (CMS), and using content design tools such as Figma or similar.
* Excellent understanding of accessibility standards and inclusive design principles.
* Experience in user research, content testing methods, tools and activities.
* Good understanding of how government services are delivered and how policy is developed.

## Attributes

* Demonstrates curiosity with the ability to challenge the status quo when required.
* Self-managing and organised with the ability to pivot at short notice and change priorities.
* Collaborates effectively with diverse stakeholders and teams.
* Able to quickly grasp and understand complex information.
* Deal comfortably with significant uncertainty and changing environments.
* Demonstrate flexibility, adaptability and strategic agility as the customer needs and business priorities change.

## Key relationships

### Internal

* General Manager Service Delivery Communications
* Service Delivery Communications
* Other staff across MSD

### External

* Communities of Practice across the NZ public sector digital communications teams

## Other

### Delegations

* Financial – No
* Human Resources - No

### Direct reports: No

### Security clearance: No

### Children’s worker: No

Limited adhoc travel may be required

**Position Description Created:** September 2025