



SF | Careers

CONTENT DESIGNER (9976/1053), Digital Services

1275 Mission St, San Francisco, CA 94103, USA

Full-time

Work Hours: Regular

Job Code and Title: 9976-Technology Expert I

Fill Type: Permanent Exempt

Company Description

Application Re-opening: Thursday, June 1, 2023

Application Deadline: Friday, June 9, 2023.

This announcement has been amended to re-open for additional recruitment opportunities. Applicants who previously applied do not need to resubmit an application.

The San Francisco Digital Services team is transforming how residents interact with the City by building services designed around the people that use them.

San Franciscans need services from the City, like housing, medical care, and building permits. But these services can often be confusing and hard to navigate. We're working to make sure that all San Franciscans can get the services they need in clear and simple formats.

Led by the Chief Digital Services Officer, our team of designers, product managers, developers, and content strategists is growing. We're moving individual City departments onto a single website, prioritizing accessibility and translation, and delivering services to San Franciscans.

Our values

We are committed to equity in our hiring, team culture, and product outcomes and to fostering an inclusive work environment. We are building a team that reflects a diverse set of lived experiences and identities. This effort includes considering qualified candidates across a spectrum of races, colors, religions, genders, gender identities, sexual orientations, national origins, genetics, disabilities, ages, or veteran status. If you're looking for a team where you can make an impact and improve the lives of all San Francisco residents, then we want to hear from you.

Job Description

We're building the tools we need to get City services online, like our City-wide website, SF.gov. We need content designers to make City services easy to understand.

We're hiring for 2 positions, one in the content team and another focused on helping San Franciscans get affordable housing.

The content team role will begin primarily working with departments to move their services and information onto SF.gov. Content designers then branch out to work in small, multidisciplinary teams to build services. So a next step might be working on a better way to get construction permits. During the pandemic our content designers managed the City's covid information, launched a way for City staff to report on their health before returning to work and notified thousands of San Franciscans when it was their turn to get vaccinated.

The housing team role will work with the [Mayor's Office of Housing and Community Development \(MOHCD\)](#) on the [DAHLIA Affordable Housing project](#), to help San Franciscans learn about and apply for affordable housing online. You will work in a multidisciplinary team on web content, forms and communications with applicants to meet user needs and business needs in a tightly regulated environment. You will be involved in user research and analysis to make sure we are equitably serving housing seekers.

Whatever project you're on, you'll be part of both the Digital Services central content team and a small, multi-disciplinary product team, building things that matter to San Franciscans. [Read more about what it's like to work in content on our team.](#)

As part of the Digital Services content team, you will also contribute to the community of content professionals across the City. You'll be sharing your knowledge and supporting City employees who publish on SF.gov.

Responsibilities

As a content designer, we expect you to be a great writer, with experience on websites or digital products. We're committed to serving all San Franciscans, so you'll be a voice for user centered design and plain language when working with stakeholders.

You will work with and guide City departments moving their websites to SF.gov, building content to meet user needs and business goals. You will help City departments define how to measure success for their web content or digital service.

You'll run workshops to engage stakeholders, keep communication open, and manage engagement after launch. You will run or be involved in user research, bring together what you've learned, and report on what you found. You'll train users to use our tools, and document how we work.

You will work as part of a product team, designing, testing and implementing new features. You will use research and stakeholder engagement to improve products, services and guidance.

You will pave the way for others by taking part in the content community and working on content standards for the City. You will contribute to a strong content team at Digital Services as part of content critiques and share-outs.

Qualifications

Education: An associate degree in computer science, content strategy, content design, UX writing or a closely related field from an accredited college or university OR its equivalent in terms of total course credits/units [i.e., at least sixty (60) semester or ninety (90) quarter credits/units with a minimum of twenty (20) semester or thirty (30) quarter credits/units in computer science or a closely-related field].

Experience: Three (3) years experience in digital content strategy, digital content design, digital copywriting, digital communications, or UX writing.

Substitution: Additional experience as described above may be substituted for the required degree on a year-for-year basis (up to a maximum of two (2) years). One (1) year is equivalent to thirty (30) semester units / forty-five (45) quarter units with a minimum of 10 semester / 15 quarter units in computer science or a closely related field.

Desirable skills

No one person will have all these skills. We've included a list of all the skills that could be used in this job. If you have some of these skills and the rest look like something you would like to learn, we encourage you to apply.

User-centered content design

- Experience designing complex content to meet user needs
- Experience managing website migrations
- Proficiency conducting and analyzing user research
- Understand how content is consumed by screen readers and other assistive technology
- Get the challenges people face using websites and design content to bridge gaps
- Write and validate user needs and user stories
- Measure and evaluate outcomes in content and services, using data and analytics to support iteration
- Suggest design and product improvements to support the content you write, translating requirements into improvements

Working with stakeholders

- Manage stakeholder relationships effectively, through clear and regular communication
- Value collaboration, can involve stakeholders so they are truly part of the process
- Pair write with subject matter experts
- Train partners to write and publish web content, including frequent program updates
- Experience working at a large, regulated organization with many legal constraints
- Project planning and management

Agile working

- Unafraid to take risks, willing to learn from mistakes, and appreciate the importance of agile project delivery for digital projects in government
- Work with engineers, PMs, and other design disciplines to deliver user-centered digital products and features

Technical skills

- MS suite including Word, Excel, Outlook and Teams
- Google Analytics, Amplitude or other metrics programs
- Content Management Systems (like Drupal, Contentful, Sitecore or enterprise versions)
- Social media, like Twitter, Facebook, and Instagram
- Design software (like Figma, Adobe Creative Cloud, Sketch)
- Project management tools like Trello or Jira
- Documentation experience with Confluence or Wikis
- Database management systems like AirTable, Coda or Quick Base

- Familiarity with HTML, CSS, Markdown

Additional Information

- [Information About The Hiring Process](#)
- [Conviction History](#)
- [Employee Benefits Overview](#)
- [Equal Employment Opportunity](#)
- [Disaster Service Worker](#)
- [ADA Accommodation](#)
- [Veterans Preference](#)
- [Right to Work](#)
- [Copies of Application Documents](#)
- [Diversity Statement](#)

Note:

1. Medical Testing: Prior to appointment, eligible candidates must successfully pass the TB testing process.
2. Security Clearances & Background Investigations: Positions in this classification may require that successful candidates who become eligible for appointment may be required to go through a background investigation to determine the candidate's suitability for employment in this classification. Factors considered in the investigation may include employment history, use of illegal/controlled substances. Reasons for rejection based on this investigation may include, but not limited to: applicable convictions, repeated or serious violations of the law, inability to accept supervision, inability to follow rules and regulations, falsification of application materials and/or other relevant factors. Failure to obtain and maintain security clearance may be basis for termination.

Compensation:

\$117,598 to \$147,966 annually (\$56.5375 to \$71.1375 hourly)

Applicants are encouraged to apply immediately as this recruitment may close at any time, but not before June 9, 2023.

Late or incomplete submissions will not be considered. Mailed, hand-delivered or faxed documents/applications will not be accepted.

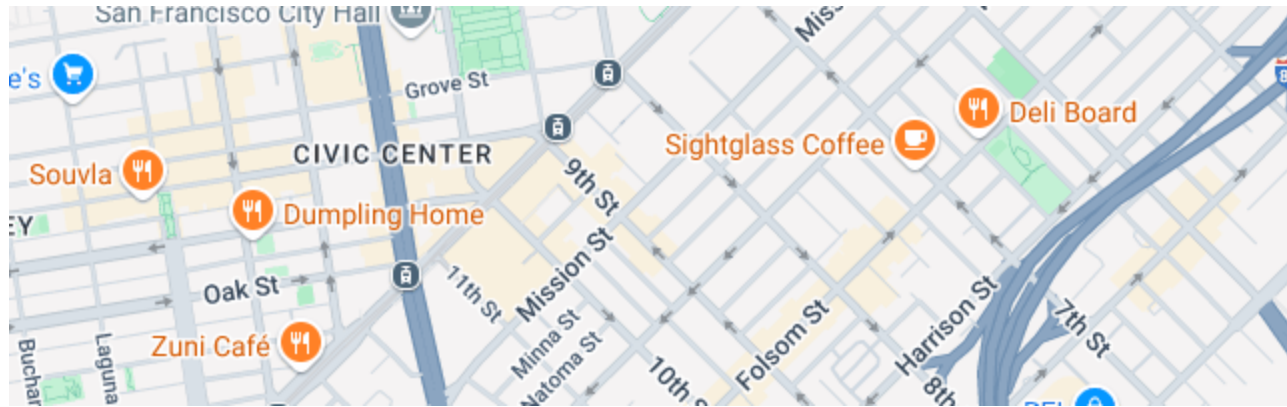
Applications will be screened for relevant qualifying experience. Additional screening mechanisms may be implemented in order to determine candidates' qualifications. Only those applicants who most closely meet the needs of the Agency will be invited to participate in the selection process. Applicants meeting the minimum qualifications are not guaranteed advancement to the interview. Qualified applicants with disabilities requiring reasonable accommodation in the selection process must contact the Agency by phone at (415) 554-6000 or, if hearing impaired at (415) 554-6015 (TTY).

CONDITION OF EMPLOYMENT: All City and County of San Francisco employees are required to be fully vaccinated against COVID-19 as a condition of employment. Someone is fully vaccinated when 14 days have passed since they received the final dose of a two-shot vaccine or a dose of a one-shot vaccine. Any new hire must present proof of full vaccination status to be appointed. Any new hire who will be routinely assigned or

occasionally enter High-Risk Settings, must provide proof of having received a COVID-19 booster vaccine by March 1, 2022, or once eligible.

The City and County of San Francisco encourages women, minorities and persons with disabilities to apply. Applicants will be considered regardless of their sex, race, age, religion, color, national origin, ancestry, physical disability, mental disability, medical condition (associated with cancer, a history of cancer, or genetic characteristics), HIV/AIDS status, genetic information, marital status, sexual orientation, gender, gender identity, gender expression, military and veteran status, or other protected category under the law.

Job Location



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