

United Kingdom Jobs Expertini®

Content Designer & Strategist

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Company: Shawbrook Bank

Location: United Kingdom

Category: other-general

The opportunity Shawbrook provides finance to a wide range of customer segments that value the premium experience, flexibility and certainly we deliver. We are a purpose-led organisation, with a focus on delivering long-term sustainable value for all our stakeholders. We have a diversified offering, with our innovative lending propositions tailored to meet specific customer needs in carefully selected markets across SME, Real Estate and Personal. Our products range from complex structured credit facilities for growth-focused businesses to mortgages for professional landlords and property investors, as well as simple loans for consumers delivered digitally. We fuel our lending through customer deposits, which we attract by delivering a premium experience, choice and consistently great value to smart savers. The business model we have created is unique and difficult to replicate, with our 'best of both' approach combining deep human expertise with advanced digital, tech and data capabilities. This combination not only allows us to deliver excellent customer experiences, but to do so efficiently and at scale. We are proud of our innovative and agile culture, which drives consistently high employee engagement scores and makes Shawbrook an attractive destination for the best talent. If you're willing to roll up your sleeves, contribute new ideas and believe anything is possible, you're our kind of person. Work with us because you: want to be part of a bank built for the dynamics of the modern world relish a challenge and enjoy a fast-paced, innovative, and hardworking culture enjoy finding new and better ways to solve complexity and make things happen want to belong to a diverse culture that stands shoulder to shoulder with minority and underrepresented groups care about society and the environment and want to be part of a business that cares, to want to grow professionally and be

the best version of yourself

The role Are you a passionate content designer who wants to build great products and redefine the digital landscape? Then meet our Experience Design Team. We're a group of designers, thinkers and makers who craft inclusive experiences across Shawbrook's products and services. We're looking for more than just a wordsmith. We need a dynamic and strategic thinker experienced with front-end and back-end content to help us shape intuitive, first class digital banking experiences alongside our product teams.

What you'll be doing This role will play a key part in driving the content strategy to implement a new global headless CMS. This will involve:

- working with engineers to deliver our strategy of reusable, adaptive content
- discovery work with teams across the business
- auditing content and making recommendations
- mapping workflows and highlighting pain points
- shaping the architecture of the CMS by designing models and taxonomies for content to be reused across many presentation layers

As well as this exciting CMS project, you'll be delivering amazing design work on our digital products. You'll be:

- crafting beautiful user experiences through simple language to connect users with our innovative products and services
- gaining a deep understanding of user needs through research
- developing content standards, common vocabularies and taxonomies
- working with cross-functional teams to redesign customer journeys

The person You'll need to have:

- adaptive content experience to hit the ground running with our headless content management approach
- technical content strategy experience to design models and taxonomies for planning and structuring the information architecture of our CMS
- expert UX writing and design experience to prioritise, plan, deliver, and maintain product content
- experience with user journey mapping and user centred design to gain a deep understanding of user needs
- excellent written and verbal communication to write high quality short form, long form and UX copy

Reward Your wellbeing We take your health and wellbeing very seriously by providing a range of benefits to give you and your family peace of mind. These include:

- market leading family-friendly policies such as access to our Maternity, Adoption and Paternity policies from Day 1 of your employment
- free access to Headspace, a mindfulness & meditation digital health app
- free access to the Peppy digital health app that offers personalised support through fertility treatment, becoming a parent and menopause
- EAP (Employee Assistance Programme), offering you support on a wide range of subjects, including financial concerns, mental wellbeing and more general queries around family, work, housing and health
- cycle to work scheme
- discounts on gym membership
- contributory pension scheme and death in service scheme

Your lifestyle It's important that you strike the right balance between your work and personal life. We provide

benefits to support you when at work and when you're enjoying your leisure time. Benefits include: minimum of 25 days holiday per year option to buy or sell holiday days through our flexible holiday scheme discounts on gym membership nationwide access to discounts on a range of high street and online brands community support and charitable giving Your recognition We're focused on rewarding those that go the extra mile in helping us achieve our goals. Rewards include: participation in our annual discretionary bonus scheme designed to reward your contribution to our success our Proudly Shawbrook recognition scheme focused on recognising our role models and thanking our colleagues for a job well done

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