

Website Content Design and Content Management Training

Service Definition

1. Service overview

Website Content Design and Content Management Training is a structured training and knowledge transfer service designed to build capability in content design and day-to-day content management. It supports public sector organisations that need practical guidance to create, structure, publish and maintain effective website content using content management systems.

2. How the service works

The service is delivered through planned training sessions aligned to agreed objectives and team roles.

Typical delivery activities include:

- Onboarding to confirm training scope, objectives and attendees
- Review of current team roles, responsibilities and content maturity
- Design of role-appropriate training sessions
- Delivery of content design principles and best practice
- Guidance on user needs and task-focused content
- Overview of information architecture and content structures
- Training on writing and editing content for digital channels
- Content management system usage and publishing workflows
- Overview of content governance, review and lifecycle management
- Accessibility-informed content practices
- Practical exercises, examples and discussion
- Provision of supporting training materials



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Training is typically delivered remotely and scheduled to suit buyer availability.

3. Skills and experience

The service is delivered by practitioners with experience in content design, content management and user-centred digital delivery.

Roles typically involved include:

- Delivery or training lead
- Content designer or content specialist
- UX or service designer

The team applies established training approaches suitable for public sector teams and operational environments.

4. Relevant experience

The supplier has the ability to deliver content design and content management training for public sector and regulated organisations.

Typical examples include:

- Training programmes to improve in-house content capability
- Content design training aligned to user needs and tasks
- CMS training to support consistent and effective publishing

These engagements result in improved content quality, consistency and confidence within internal teams.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm training objectives, scope, attendees and scheduling. The buyer provides information on team roles, responsibilities, CMS platforms and current content practices.

Offboarding

At completion, all training materials and agreed outputs are provided to the buyer. A close-out session may be held to review learning outcomes and confirm any follow-up actions.

6. Service constraints

The service provides training and knowledge transfer only and does not include content creation, migration or implementation. Training effectiveness depends on attendee participation and existing skill levels. Sessions are time-boxed and typically delivered remotely. Content reflects current standards, accessibility guidance and CMS practices and may require updating as tools, policies or guidance change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, scheduling and communication. Progress is reviewed during delivery to ensure training objectives are met. Ongoing support after training delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to collaboration tools for remote training and relevant CMS environments or documentation. No specialist buyer-provided technical infrastructure is required.

9. Hosting, data and security

The service does not include hosting or operation of systems. Any buyer-provided information is used solely for training purposes and handled in line with agreed confidentiality requirements. No long-term data storage is required.



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10. Exit, data return and deletion

At the end of the service, all buyer-owned materials and training outputs are returned. Any copies held for delivery purposes are deleted in line with agreed confidentiality arrangements. No ongoing access or transition support is provided beyond close-out activities.



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