

LAURA HADLEY



Job: Content Designer

Company: Stockport Council

As a Content designer its my job to get the right information, to the right people, in the right place, at the right time, in the right format. I also champion plain English.

Empathetic

Inquisitive

Passionate

The skills I use most in my job...Information Architecture

- Empathy
- Pair writing
- Puzzle solving

The most interesting thing I've worked on in my career so far... Working in a local authority allows me to work across a wide range of subjects with a diverse set of people. The opportunity to take complex information and break it down in a way that everyone can understand, gives me a great sense of challenge and satisfaction.

What inspired me into digital and tech... The opportunity to be at the forefront of digital transformation in a local authority and make a real difference to the way it communicates and engages with members of the public. I get to work with an amazing bunch of creative people.

My educational background is... I have a BA/BSc Language and Linguistics with Applied Social Science. I take part in meet-ups, conferences and to keep up to date I follow, engage with and learn from other people in the field.

What advice I'd give to girls thinking about a career in digital and tech... Use every opportunity to learn. Ask questions, expand your knowledge and just give it a go. I don't really think of it as digital or tech, for me it's about people and building relationships. Most of my job is offline working with people.