

Job Description

Job Title: Web & Social Media Editor

Salary and Pay Band: £23,598 - £27, 039 per annum plus excellent benefits

Hours: 35

Job Holder: New post

Team (Directorate/Nation): New Media Team

Location: MSNC

Manager: Chloe George, Senior Web & Social Media Editor

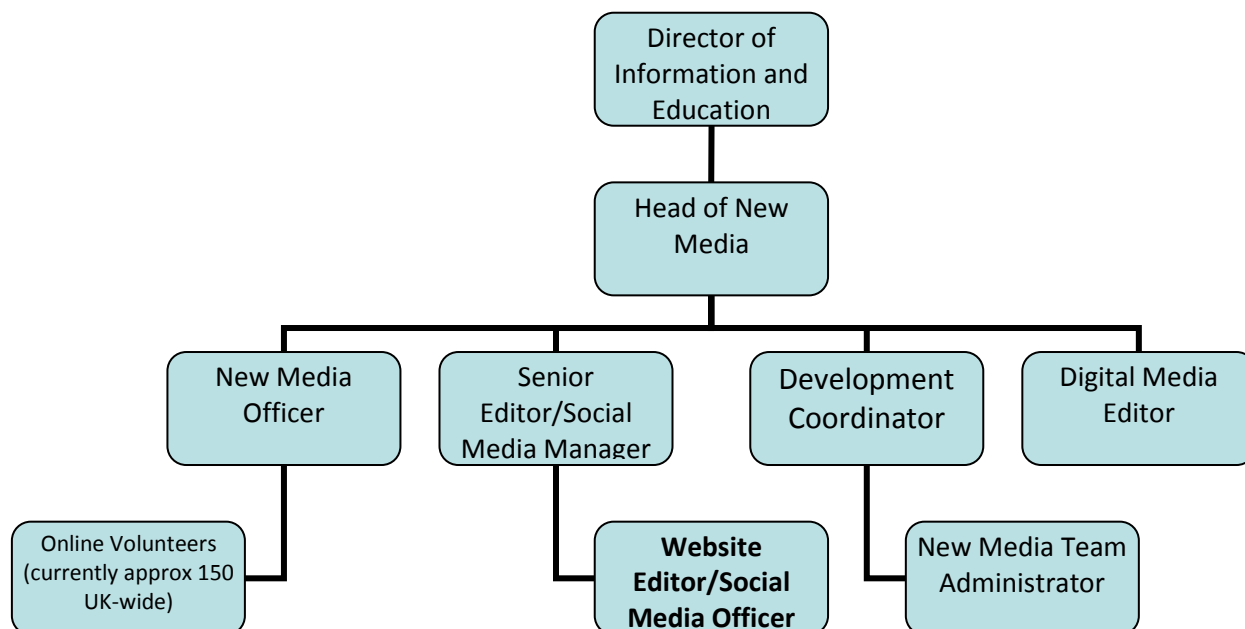
Direct Reports: None

Part 1: JOB PROFILE

1 MAIN PURPOSE OF JOB:

Write and edit copy for the MS Society's website and social media.

2 POSITION IN ORGANISATION:



3 SCOPE OF JOB:

- Copywriting and editing
- Social media
- Website maintenance and administration
- Staff training and support

4 DECISION MAKING AUTHORITY:

The post holder will receive a large volume of requests for content editing and publication from MS Society staff and volunteers. He/she will need to make editorial decisions, including, at times, rejecting content. He/she will also need to judge when such decisions should be escalated to the Senior Editor or Head of New Media.

5 QUALIFICATIONS & SKILLS LEVEL: Person Specification

Qualifications:

- Degree or relevant professional qualification (desirable).

Experience:

Essential

- Proofreading and editing digital copy from a range of sources.
- Writing tight, sharp and engaging copy for websites and social media.
- Using content management systems (preferably Drupal or other PHP-based systems) to create and update web pages.
- Engaging with online communities.

Desirable

- Working in digital media within the not for profit sector.
- Working with digital agencies in a client capacity
- Providing feedback and constructive advice to others on digital copywriting.
- Working with volunteers.

Knowledge and Skills

- Knowledge of the principles of good digital copywriting.
- Highly computer literate
- Knowledge of content management systems
- A sound working knowledge of HTML
- Proficiency with Microsoft Office applications.
- Knowledge of a range of social media platforms and their use by not for profit organisations
- Good negotiation skills and the ability to consider and accommodate different viewpoints and objectives.
- Confident interpersonal skills
- Understanding of the principles of Search Engine Optimisation (SEO) and its significance to digital copywriting.
- A strong understanding of the principles of online accessibility, particularly in relation to long term health conditions

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- The ability to work as part of a tight-knit team in a fast paced and busy environment.

Part 2: MAIN DUTIES & KEY RESPONSIBILITIES

Copy writing and editing 60%

- Proof reading and editing content submitted by MS Society staff and volunteers.
- Editing and updating existing content across the website.
- Under the guidance of the Senior Editor, planning and drafting new copy, including for web pages, micro sites, blog posts, news stories, tweets, Facebook posts, e-newsletters and e-campaigns.
- Report writing, especially in relation to analytics and reporting against delivery of strategic aims.

Social media 20%

- Day-to-day interaction with members and followers of the Society's various social media channels.
- Act as a representative and voice of the MS Society across all social media channels: posting notes, Tweets and updates, sharing relevant content and responding to queries and requests for help and support.
- Assist with monitoring and moderating the MS Society's external social networks to ensure they are safe, supportive places free from abuse, spam and inappropriate content.
- Work with the New Media Team and colleagues across the organisation to help ensure that the social media elements of the Society's digital strategy are delivered and that social media contributes to fulfilling the Society's core strategic aims

Site maintenance and administration 10%

- Day-to-day amendments to and maintenance of site content and code, including maintaining images, links and HTML.
- Reporting minor bugs and tweaks to developers. Ongoing testing and verification of fixes.

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- Assisting with the Society's ongoing programme of user acceptance testing and reactive development.
- Responding to requests for technical support from the general public re MS Society online services.
- General office administration

Supporting staff and volunteers 10%

- Providing day to day technical support and ad hoc training to MS Society staff and volunteers using the CMS
- Providing day to day feedback and support to assist staff and volunteers with digital copywriting.
- Assisting with the delivery and ongoing development of the New Media team's programme of e-learning and face to face training (systems and copywriting).

Other Duties

The post holder should be prepared to occasionally attend MS Society meetings in different parts of the country other than MS National Centre. Some meetings may be during evenings or weekends.

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Mandatory Criteria

The post holder will be working in a developing environment and he/she will therefore be expected to undertake other appropriate duties as required for the effective operation of the MS Society.

Responsibility for health and safety in the area under his/her control and ensure that he/she is familiar with the Society's policy statement on health and safety at work.

Equality and Diversity

Respect the unique contribution of every individual and work positively in an equal opportunity and diverse environment

Job Holder's
signature

Date:

Print Name:

Line Manager's
signature

Date:

Print Name: