

## Web and digital editor

<b>Job title</b>	Web and Digital Editor
<b>Reporting to</b>	Head of Publishing
<b>Line manager to</b>	None
<b>Key relationships</b>	External: Web agency Internal: All staff who publish content via our online and digital channels; Business Systems; ICT.

Hospice UK is the national charity for hospice care, supporting over 200 hospices in the UK. We believe that everyone matters throughout their life right up until they die, and that no one should die in avoidable pain or suffering.

Our aim is to make sure that every child and adult with a life-limiting or terminal condition gets the very best care, no matter who they are, where they are or why they are ill, and we believe hospices are critical to achieving this. Collectively hospices in the UK care for around 360,000 people every year – patients and their families and carers – and we work closely with them to support their vital work, share best practice and to create a stronger national voice for hospice care.

Our strategic priorities are to:

- extend the reach and enable hospice quality care to be delivered in any setting
- tackle inequality and widen access to hospice care
- work with communities to build capacity and resilience to care for those at the end of their life
- empower a strong, dynamic and responsive hospice sector.

## Job description

### Focus

This role will oversee the day to day running of our website and social media channels.

The role will also get involved with other aspects of our online and digital work, including e-newsletters, video production and other business applications we manage.

The main focus will be creating / editing online content, ensuring the use of the best channels and tools to reach the right audience, and advising and supporting other teams on the best use of digital materials.

## Responsibilities

The role has general responsibility for the quality of our published content and this includes a certain level of centralised control. The role holder will take the lead in establishing good practice and high standards of published content and will help others in the charity to reach these standards. The role will also help ensure the charity uses the most effective channels of communication, and with the head of publishing it will shape the direction for digital publishing content.

Key tasks and responsibilities:

- Write / edit / upload content for the Hospice UK website, and publish this content via our CMS.
- Use the website's promotional tools to market the work of Hospice UK.
- Source and edit photography for the website.
- Manage the organisation's social media channels, working closely with colleagues in the fundraising and communications teams.
- Create and manage the organisation's e-newsletter templates using MailChimp, and support the editors of these newsletters.
- Work with teams across the organisation to ensure web content is kept fresh and up to date, is on brand and appropriate for the audience, that the in-house style guide is adhered to, and that good SEO principles are implemented.
- Develop and support the production of online promotional materials, including videos, ensuring they are relevant, engaging and on brand.
- Grow the online presence of the organisation, building and developing our online audience.
- Provide support on a range of digital projects and our business systems, including project planning, delivery and evaluation.
- Support effective monitoring and analysis using appropriate analytical tools.
- Along with the head of publishing, liaise with third parties with regards to website maintenance.

**This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.**

## Person Specification

E = Essential      D= Desirable

### Experience and knowledge

Importance	Criteria	Assessment
E	Experience of creating, monitoring and maintaining online content to an agreed brand or house style.	Application & Interview
E	Experience of delivering successful online campaigns, projects or initiatives.	Application & Interview
D	Experience of working with agencies or third party providers.	Interview
E	Experience of SEO and online advertising.	Application & Interview
D	Experience of video production, including filming, and editing using Final Cut Pro.	Application & Interview
E	Experience of using website analytical packages, in particular Google Analytics.	Application & Interview
E	Experience of editing images for online use using Photoshop and Illustrator or similar software.	Application & Interview
E	Knowledge of HTML.	Application & Interview
E	Understanding of Copyright and Intellectual Property practices.	Interview
E	Understanding of online accessibility and usability issues.	Interview
E	Understanding of online user journeys and experience.	Interview
E	Experience of using content management systems.	Application & Interview
E	Experience of using social media in a business context including, but not limited to, Facebook, Twitter, LinkedIn, Instagram, YouTube, Vimeo.	Application & Interview
D	Experience of using Google AdWords.	Application

## Skills and abilities

Importance	Criteria	Assessment
E	To be confident with using own expertise to help colleagues understand good practice and the required standards of published content. Adopt an enabling approach and empower others to raise the standards of their content for the web.	Interview
E	To adopt a collaborative and supportive approach with colleagues from a range of levels, recognising the pressures on them while managing expectations and maintaining the required standards. Strive for mutually agreeable solutions but apply required standards and sensitivity to ensure the best outcome for the charity.	Interview
E	Ability to write high quality, accurate and engaging copy with excellent written English.	Application & Interview
E	A strong eye for detail and accuracy.	Application & Interview
E	To be proactive in recommending new ideas or improving existing ways of working.	Interview
E	Excellent organisational ability and the ability to successfully project manage a series of on-going activities and to plan and prioritise effectively.	Interview
E	Excellent communication skills with the ability to translate complex ideas clearly and jargon free. Recognise the needs of the audience and the most appropriate format, tone and style.	Interview
E	To be self-servicing and manage the production of own correspondence and filing, including excellent Microsoft office skills.	Interview
E	Resilient and professional manner. Flexible and positive attitude and an openness to learn new skills.	Interview
E	An approach to mirror our values – supportive, professional, collaborative, creative and confident.	Interview

## Terms and Conditions of appointment

<b>Contract</b>	Permanent role. There will be one month's notice once confirmed in post.
<b>Salary</b>	Circa £33,000 per annum
<b>Probation period</b>	The probationary period is six months
<b>Work pattern</b>	Full time, 35 hours per week. The post holder may be required to provide out of hours cover as required.
<b>Pension</b>	You will be auto enrolled into our pension scheme which is at 4%. Further contributions can be made to the scheme and Hospice UK will match contributions of up to 7% of your gross salary.
<b>Life assurance</b>	Is provided upon start date at 3 times salary, subject to acceptance by our insurers
<b>Simplyhealth Scheme</b>	A cash plan scheme, which provides payments towards everyday healthcare treatments for example dental, optical etc. up to a policy limit. All employees will be covered under level two of the scheme.
<b>Childcare vouchers</b>	We offer childcare vouchers
<b>Cycle to work scheme</b>	Loaning of a cycle via a salary sacrifice scheme
<b>Season ticket loan</b>	An interest free loan is available
<b>Holiday</b>	25 days per year, increasing to 30 days with service. The leave year runs from 1 January to 31 December
<b>Location</b>	The post holder will be based at Hospice House, Britannia Street, London, WC1X 9JG