MS SOCIETY JOB DESCRIPTION

Job Title: Digital Editor

Location: MS National Centre, London

Reports to: Senior Editor

Introduction to MS Society

The MS Society is the UK's leading MS charity. Since 1953, we've been providing information and support, funding research and fighting for change. We fund research, give grants, campaign for change, provide information and support, invest in MS specialists and lend a listening ear to those who need it. The MS Society is a democratic organisation. Every one of our 38,000 members has an equal say in what we do. We are also supported by 9000 volunteers and 260 staff members.

Our Mission

Our mission is to enable everyone affected by MS to live life to their full potential and secure the care and support they need, until we ultimately find a cure.
Our aim is to beat MS.

Context of Work

More than 100,000 people in the UK have MS, more than 2 million worldwide. We offer hope for the future by investing in research, and help for today through our information, support and campaigning.

People with MS guide our work. Our volunteers and supporters shape our research programme through our Research Network, help us provide support locally through our branches and groups and help us write our publications.

Our staff provide information and support services to people affected by MS, work with scientists and healthcare professionals and raise funds in four national offices and communities across the UK.

With branches in every part of the UK the Society's work has inspired thousands of volunteers, supporters and staff members to make a difference to the lives people affected by MS.

Purpose

Proactively editing and publishing updates and new content on the MS Society's websites and seek opportunities to promote our digital content across third parties
Maintaining day-to-day brand house style and content quality on websites and digital channels.

First point of contact to support the writing and technical skills of staff and volunteers on a daily basis through written guidance and regular feedback, particularly for digital volunteers around the UK needing editorial guidance.
Continually audit and evergreen MS Society website content

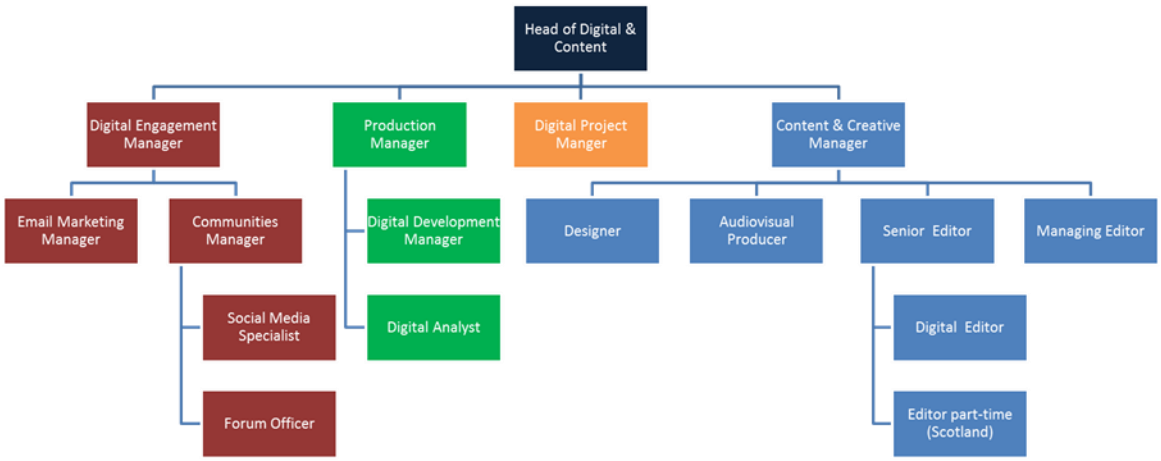
MS SOCIETY JOB DESCRIPTION

Contributing to the overall implementation of the digital and content team's objectives

Key Relationships:

Internal
The post holder works closely with the Senior Editor and the rest of the Digital and Content Team, as well as key members of the fundraising, policy, communications and research teams.

External
The post holder works closely with branch web editors.



Key Accountabilities:
The MS Society Digital Editor will support delivery of the Society's Marketing and Communications strategy to deliver the MS Society's strategic goals by:

1. **Business plan implementation**
   1a Editing and publishing high-quality and accurate digital content
   1b Auditing and improving existing site content
   1c Upskilling members of staff and volunteers
2. **Monitoring and reporting on performance**

General

Key competencies
The post holder is expected to model and promote the MS Society's values and leadership behaviours:

- **Understands and commits to the MS Society Vision**: Places people affected by MS at the heart of what we do; seeks ways to improve and have a greater impact and acts as an ambassador for the MS Society.

- **Enables others to act:** Trusts, empowers and develops staff, respecting and valuing diversity, skills and contributions from others. Maintains and develops own competences and engenders trust and respect from colleagues.
- **Inspires and motivates:** Maintains motivation creates energy and momentum; is positive and solution focused; and drives excellence and improvement.
- **Analyses and evaluates**: Analyses information from a range of sources in order to make effective decisions; weighs up risks and challenges; applies critical thinking; is outcomes focussed and measures impact.
- **Plans and prioritises**: Works efficiently and plans ahead; prioritises effectively; is mindful of fundability; and is able to balance urgent and important activity.
- **Communicates effectively**: Influences others, flexes to suit different audiences, builds rapport and is open and approachable
- **Demonstrates professional competence**: Maintains own area of technical or professional competence, shares and distributes knowledge and expertise, balances professional competence with effective interpersonal skills.

Detailed Responsibilities:

1. **Business plan implementation (95%)**
   - Planning work to ensure the achievement of deadlines.
   - Focusing work to deliver the team's business plan and contribute to the achievement of the Society's strategic aims and priorities.
   - Contributing to a clear focus on driving improvements in quality, impact and performance.

1a Editing and publishing high quality and accurate digital content (40%)

- Deciding whether website content is appropriate for publishing, and the level of editing required
- Proofreading and editing new content submitted by MS Society staff and volunteers
- Editing content written by specialists to ensure that is in plain English and comprehensible to a wide audience
- Optimising content for search engines (SEO)
- Editing and updating existing content across our websites
- Writing copy for new site pages
- Maintaining content management system (CMS) image filing system
- Advising local branches on enewsletter editing

1b Auditing and improving existing site content (20%)

- Continually auditing site content against MS Society strategic aims
- Liaise with Senior Editor and Digital Analyst in order to improve underperforming pages and optimise existing pages with UX best practice and understanding

- Archiving old or obsolete content on a regular basis

1c Upskilling staff and volunteers (35%)

- Day to day customer service: CMS support, ad hoc training and troubleshooting for staff and volunteers
- Keeping CMS user guides and digital copywriting style guidance for staff and volunteers up to date
- Providing feedback and support to help staff and volunteers improve digital copywriting
- Assisting with programme of eLearning and face-to-face training for staff and volunteers

2. Monitoring and Reporting on Performance (5%)

- Monitoring performance information against objectives, outcomes and KPIs.
- Taking corrective action in a timely manner when necessary
- Contribute to the impact measurement of the teams work in accordance with the MS Society's outcomes framework

General

- Support and cover for other editorial team members as required, including social media
- Compliance with MSS's governance procedures, MSS policies and procedures
- Contribute to a positive working environment in which equality and diversity are valued and staff are enabled to do their best
- Contribute to the work of the broader team
- Responsible for the effective use of financial and other resources

Other Duties

- To be prepared to travel to meetings across the UK and be away from home overnight, as the job reasonably demands
- To undertake any other works as could be expected of a Digital Editor

Person Specification

Qualifications

- A levels/equivalent qualification or
- Relevant professional experience, which demonstrates equivalent academic skills
- Evidence of continuous professional development.

Experience

Essential

- Proofreading and editing digital copy from a range of sources

- Writing sharp and engaging copy for websites and social media, and for different audiences
- Using a content management system (CMS) to create and update web pages
- Demonstrable experience of providing constructive feedback and managing difficult responses or conflicting points of view

MS SOCIETY JOB DESCRIPTION

Desirable

- Working in digital media in the not for profit sector
- Using Drupal CMS
- Working with volunteers
- Engaging with and writing for online communities
- Experience of training others and compiling learning materials

Knowledge and skills

Essential

- Excellent proofreading skills with meticulous attention to detail
- Knowledge of principles of good digital copywriting and UX
- Excellent written communication skills, with the ability to create clear, accurate copy in plain English
- Excellent IT skills, in particular highly computer literate and proficient with Microsoft Office applications
- Excellent interpersonal skills
- Good negotiation skills and the ability to consider and accommodate different viewpoints and objectives
- Demonstrable commitment to collaborative team work
- Strong organisational skills and ability to work on many different projects at the same time, prioritise tasks and respond to unplanned work
- Flexibility and openness to supporting work of others and learning aspects of team members' jobs to do this
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity

Desirable

- Basic knowledge of HTML
- Understanding of principles of SEO and its significance to digital copywriting
- Basic knowledge of online accessibility considerations
- Basic knowledge of Photoshop or similar application to edit images

Employment terms

Grade: **xxxx**
Salary scale: **xxxxxxxx**

Signed by post holder **Date**

Signed by Executive Director **Date**