

Friends of the Earth – Job Description

Job title	Web and Editorial Officer
Reporting to	Web and Editorial Manager
Team	Creative and Content
Career stage	Grade E
Location	Any FoE office location: London, Brighton, Birmingham, Manchester, Leeds, Cardiff, Bristol
Line management	N/A

Purpose of the role

We're seeking an enthusiastic and meticulous web and editorial officer with excellent writing and editing skills and an audience-first approach to digital content. You'll create compelling digestible content for different platforms based on complex topics, edit copy from across the organisation and occasionally write for print. You'll also play a key role in optimising existing work to fit evolving campaigns and SEO best practice. You'll be joining a small team with big ambitions, so a communicative and proactive approach is a must.

Key responsibilities and tasks

- Edit online and offline content, including webpages, articles, reports and magazine articles.
 - Create engaging web pages on Drupal 8 CMS that help bring the Friends of the Earth brand to life.
 - Work with our Policy, Advocacy and Campaigns department to make complex data and research as digestible as possible for wider audiences.
 - Identify content that lends itself to audio/visual formats, such as data viz, explainer videos or infographics, and work closely with other team members to produce these.
 - Deliver audience-focused content and an excellent supporter experience based on analytics, audience insight and keyword research.
 - Set and monitor performance of our website content against benchmarks and targets using (eg) Google Analytics and/or Hotjar and optimise accordingly.
 - Support the production of written content across various channels as required, including assisting colleagues with brand guidelines, editorial standards and content briefs.
 - Work with media, marketing and creative teams on campaigns and content production; pitch alternative storytelling methods and produce content to support wider campaigns.
 - Ensure quality, SEO best practice and Friends of the Earth's tone of voice is maintained across web content.
 - Contribute to team planning, strategic communications and content development.
- You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values***

Person specification

- A first-class, versatile web editor who can turn their hand to a variety of tasks, from writing web articles for campaigns to editing complex reports and translating data into digestible content.
- Solid experience and understanding of web content design, user journeys and use of a CMS in a professional environment.
- Meticulous grammar, proof-reading and editing skills.
- Proactive team player and great communicator with good planning and time-management skills.
- Demonstrable use of analytics, SEO best practice and audience insight to create well-targeted, effective content and optimise existing content.
- Experience working on audio-visual storytelling (eg, podcasts, video scripts, data visualisation, infographics etc).
- Able to convey complex messages in a simple and engaging way which is appropriate for the channel and the target audience.
- Good at interrogating briefs, asking questions and positively engaging stakeholders throughout the process of a project.
- Excellent interpersonal skills, enthusiastic and willing to be an ambassador for Friends of the Earth.
- Commitment to the values of Friends of the Earth.

Our Values

Ability to demonstrate understanding and apply our values.

Integrity: We demonstrate integrity throughout everything we do, internally and externally.

Impact: We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

Leadership: We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

Focus on Friends: To build our influence we put new and existing “friends” at the heart of our work.

Accountability: We hold ourselves and other to account for our work and how we work.

Learning and Enquiring Mindset: We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Date approved	June 2021
Date reviewed	April 2022

Friends of the Earth staff are not permitted to hold office for political parties or stand as candidates for political parties. Staff should also seek permission from the Senior Management Team if they wish to hold a non-public facing official role in a political party. If this is an issue, please do raise this with us as soon as possible.

This job description is current as at the date shown above. In consultation with the postholder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day-to-day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.