

## Friends of the Earth – Job Description

<b>Job title</b>	Web and Editorial Manager (Maternity Cover)
<b>Reporting to</b>	Head of Content and Creative
<b>Team</b>	Content and Creative
<b>Career stage</b>	Grade D
<b>Contract type</b>	FTC (maternity cover)
<b>Location</b>	Flexible
<b>Line management</b>	2 x Web and Editorial Officers

### **Purpose of the role**

To act as website channel manager and lead on delivering high quality editorial content (online and offline) to support organisational priorities across campaigns, fundraising, grassroots activism and brand. This role also shapes and gatekeeps Friends of the Earth's editorial style and standards, develops web content strategy rooted in audience insight, and line manages a small team of two.

### **Key responsibilities and tasks**

- Lead on producing website content that delivers on our engagement, fundraising and campaigning goals, including writing and editing for web.
- Lead on development and delivery of our web content strategy.
- Work with the Digital Delivery team to optimise user journeys through the Friends of the Earth websites.
- Regularly audit website content and identify potential gaps and updates.
- Review and approve editorial team outputs and advise, steer and support the development of new editorial content.
- Provide advice and tools to Friends of the Earth staff (including across England, Wales and Northern Ireland) and local groups to help with planning and delivery of appropriate content.
- Work in partnership with the Digital Delivery team to ensure content, user experience and technical performance of the website are fully optimised.
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- Contribute to Friends of the Earth's digital continuous improvement programme by testing and optimising content, and consistently reporting back on results and sharing learnings.
- Work with the Creative team members on content plans, identifying opportunities for re-purposing content across different channels and formats, and collaborate with them to make pages as engaging as possible (e.g. with multimedia).
- Develop a working knowledge of Friends of the Earth's priority programmatic areas, building a strong relationship with appropriate teams across the organisation.
- Provide guidance on editorial content standards throughout Friends of the Earth England, Wales and Northern Ireland.
- Ensure processes are adhered to so that content reflects Friends of the Earth's brand and campaign communications objectives, has been checked for copyright clearance, and is not libellous or defamatory.
- Keep up to date with current practice in the field and be proactive in bringing new formats and ways of working into the team.
- Be an expert in Friends of the Earth's brand, and actively promote and develop it.
- Line management of 2 Web and Editorial Officers.
- Write for selected offline pieces of content, including the supporter newsletter.

Person specification	
<ul style="list-style-type: none"> <li>• Top-notch writing and editing skills for both online and offline channels.</li> <li>• Experience of developing and leading on web content strategy.</li> <li>• Line management experience.</li> <li>• Experience of digital testing.</li> <li>• Ability to work in a quick response environment to reprioritise activity and meet emerging organisational needs in a timely manner.</li> <li>• Highly proficient CMS user.</li> <li>• Excellent stakeholder management skills.</li> <li>• Excellent project management and forward planning skills.</li> <li>• Experience of developing and implementing new ways of working, especially editorial processes</li> <li>• Experience of ensuring editorial content adheres to professional standards and to an organisation's brand.</li> </ul> <p>Desirable:</p> <ul style="list-style-type: none"> <li>• Enough HTML/xHTML and Photoshop experience to be able to make minor design changes.</li> <li>• Experience of working on web content to support campaigning and/or fundraising goals.</li> </ul>	
Date approved	
Date reviewed	22 June 2022

This job description is current as at the date shown above. In consultation with the post-holder, 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.