

# Friends of the Earth – Job Description

Job title	Web and Editorial Officer
Reporting to	Digital Product Manager
Team	Creative and Content : Digital Content and Products
Career stage	Grade E
Contract	Fixed term covering sabbatical for 1 year
Location	Flexible
Line management	N/A

## Purpose of the role

We're seeking an enthusiastic, 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 and edit copy from across the organisation . 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 content, including webpages, articles and reports .
- Create engaging web pages on Drupal CMS that help bring the Friends of the Earth brand to life.
- Identify content that lends itself to visual formats, such as data visualisations and, infographics, and work closely with other team members to produce these.
- Deliver audience-focused content and an excellent supporter experience based on analytics, insight and keyword research.
- Set and monitor performance of our website content against benchmarks and targets using (e.g.) Google Analytics and/or Hotjar and optimise accordingly.
- Ensure quality, SEO best practice and Friends of the Earth's tone of voice is maintained across web content. Support the production of written content across various digital channels as required, including adhering to brand guidelines, editorial standards and content briefs.
- Work with Media, Marketing and Creative teams on campaigns and content production.
- Work with our Policy, Advocacy and Campaigns department to make complex data and research as digestible as possible for wider audiences.
- Contribute to team planning and strategic communications.

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity and inclusion, and our values.

## Person specification

### Essential:

- 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.
- 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.

### Desirable:

- Experience working on visual storytelling, such as data visualisation and infographics.
- An understanding of usability and accessibility standards.
- 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 others 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.

<b>Date approved</b>	April 2022
<b>Date reviewed</b>	July 2025

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 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.