The closing date is 12 noon Monday, 26 February 2018

Interview date is wc/c 5 March 2018

Writer/Editor – Campaigns & Communications Department

Job description and person specification

Job description

Grade and salary

Grade 6, £38,787.54 including LW

Job type

17 months temporary contract

Hours

35 hours per week

Location

Congress House, Great Russell Street, London WC1B 3LS

Responsible to

Digital Manager

Job purpose

To create and manage a high standard of written content to support the TUC’s campaigns

Job content

* Create regular high-quality writing aimed at different TUC audiences, including webpages, blogs, emails and opinion pieces for print media
* Manage the TUC’s blogs, making sure posts are timely, reach our audiences and support our campaign goals
* Support the social media officer to make sure the TUC’s social channels are engaging, responsive, and provide content to our audiences that promotes our campaign priorities
* Help develop the TUC’s wider digital presence, supporting the TUC website editor in content production for tuc.org.uk and other digital products
* Monitor and evaluate digital content through analytics and SEO keyword searching, and test improvements to increase our impact
* Be a champion for great writing and for the TUC’s tone of voice and writing guidelines, edit others’ writing as needed, and support colleagues to write effectively for our audiences
* Source, interview, write-up and brief case studies in support of campaigns
* Contribute to the TUC’s overall digital comms, by taking photos, sourcing images and creating basic social graphics
* Participate in cross-departmental project teams to deliver campaigns, and ensure staff teams across the TUC are kept informed
* Undertake other activities as requested to support colleagues
* Perform any other reasonable tasks as determined by the digital manager or head of campaigns and communications

Person specification

Essential criteria

Experience

* Writing for publication and blogging
* Assimilating complex information (such as statistics or detailed policy briefings) and presenting it in an easily-understood format

Skills

* Outstanding writing skills
* Excellent communication and interpersonal skills
* Use of social media in an organisational context
* Website management and web content creation

Knowledge and understanding

* A strong understanding of how different audiences consume content, and how to write so as to optimise for search and for the user experience
* Knowledge and understanding of key social policy issues for the TUC and of the political environment

Personal qualities

* Able to work independently and collaboratively with colleagues
* Strong personal commitment to the aims and values of the trade union movement
* Good judgement and political savvy

Circumstances

* Live within daily commuting distance of Congress House
* Able to undertake occasional evening and weekend duties, including some overnight stays with appropriate notice

Desirable criteria

Experience

* Sourcing and supporting case studies

Skills

* Creative skills, including basic image manipulation or graphic design

Knowledge and understanding

* Knowledge and understanding of trade unions
* A strong analysis of how change happens and how organisations like the TUC contribute to social change