Role profile

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| **Role title** | **Email editor** |
| **Department and directorate** | **Strategic communications; Communications and engagement** |
| **Job family level** | **Grade 6** |
| **Reports to (job title and name)** | **Senior production editor** |
| **Direct reports (job title and name)** | **N/A** |

| **Summary – purpose of the role** |
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| Describe as concisely as possible the overall purpose of the job and including the core duties/responsibilities required to be performed in the role (eg, to provide a full range of administrative support services to the department including x,y,z) |
| * To support the creation of a range of digital and print content to inform and engage doctors on developments/issues affecting all aspects of their working lives, with particular regard to BMA priorities.
* To provide editorial support across the business and ensure high editorial standards, including accuracy, grammatical correctness, readability, balance and legality. Also need to adhere to and promote BMA brand guidelines relating to tone of voice and editorial style.
* To edit and issue email newsletters in conjunction with the content and audience team. As well as managing schedules, this entails writing and editing copy and advising how best to use the newsletter to suit the author’s purposes. Will take an overview of each edition to ensure its content is relevant, timely, balanced and engaging.
* To provide engaging, accurate and on-brand copy for the BMA’s digital platforms as required.
* To liaise daily with the senior production editor – as well as the brand and production manager as needed – to ensure deadlines and quality standards are met.
* To liaise with the wider communications department, BMA secretariat staff, elected members, senior BMA officers and staff to ensure content is approved for publication, referring to senior colleagues as necessary.
* To assist the production editor to edit – and write where appropriate – copy for multimedia news, views and analysis content for digital engagement packages, including Shorthand features.
* To assist the production editor as needed to edit news, views and analysis content for digital and print outputs, including *The Doctor* magazine in its current and future forms.
* To commission pictures, artwork and infographics as required.
* To ensure comprehensive editorial records of all content production and approval for reference and legal reasons.
* To keep abreast of current affairs, medico-political issues and BMA activities.
* To deputise for colleagues in the publishing/production team, as required.
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| **Skill (level and breadth of application)** |
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| What relevant experience is necessary to undertake this role? What specialist, technical or professional qualifications are required to be able to perform the job?How far does the role extend out across the organisation, eg confined to own team, involves co-ordination with another department or requires regular negotiation with many other parts of the organisation. Why is this necessary? Describe the range of issues that are involved in this, eg resolving people’s IT problems, collecting information on key research items or advising members on a particular issue. |
| * Advanced sub-editing, plus journalistic writing/copywriting, obtained through appropriate professional qualifications and/or experience. This should include digital content across multiple platforms (eg web and mobile) with copy that adheres to SEO requirements.
* Ability to use clear and precise language to explain complex issues in a concise way.
* Organisation skills to prioritise workload effectively to meet fast and inflexible deadlines, and eye for detail to work to a consistently high level of accuracy.
* Awareness of medico-politics including the structure of the NHS, the medical profession, the BMA and its policies and procedures, as well as local/national government, the judicial system, European policies and UK devolution.
* IT skills, including content management, word processing, email, photo manipulation and desktop publishing systems (ie Adobe Photoshop and InDesign), plus social media tools.
* Multimedia skills to manage pictures and infographics, and write for digital outputs (web, mobile and social media) and possibly produce podcasts/video clips.
* Research skills to research accurately via the web and internal BMA databases and sources.
* Interpersonal skills to work well in a team and relate appropriately to BMA staff and members at all levels.
* Audience awareness to understand the needs of different BMA audiences and professional groups, and to write and edit content accordingly.
* Thorough and up-to-date understanding of web accessibility and current media law, including libel, contempt, privacy and copyright law as it affects print, online and social media content.
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| **Intellectual demands (complexity and challenge)** |
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| What sorts of problems, situations or issues are typically dealt with? Give any illustrative examples. How are the problems, situations or issues dealt with (eg undertaking original research and analysis or seeking specialist advice)?To what extent are standard procedures and processes followed when undertaking typical tasks, and how is personal initiative used when solving problems? To what extent is creativity used in solving the problems (eg adopting different approaches, trying things that have not been done before within the organisation or improving/changing previous approaches). |
| * The content approval process requires liaising daily with senior secretariat staff across the organisation, sending sub-edited content. The process requires follow-up and negotiation to ensure appropriate and relevant changes are made before publication. The postholder must judge when to consult senior colleagues to resolve differences of opinion about appropriate material, often working to tight deadlines.
* Creativity is needed to write copy for a variety of audiences and for a variety of needs, as well as to plan out the presentation of news and analysis content. The postholder must consider when to do what, so it coincides with time-sensitive issues. Creative thinking is required in writing copy, headlines, standfirsts and captions, and in deciding what pictures/graphics to use, to enhance members’ experience.
* Ability to undertake research to check facts against authoritative sources, eg online, in directories and dictionaries, and be able to judge when assertions need to be verified.
* Necessity to conform to BMA brand values, digital and print style guides and to be aware of the BMA digital and communications strategies.
* Ability to manage conflicting or changing priorities and able to switch easily between projects and multiple topics or issues.
* Necessity to maintain a sound working knowledge of BMA policy and issues, and wider healthcare issues.
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| **Judgement (independence and level and impact limitations)** |
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| What are the typical decisions that are made in the job without reference to any higher authority? What informs/constrains the decisions (eg expenditure limits, have to follow clearly laid down procedures or working within broad objectives). What influence upon policy, procedures or resources is there (eg giving advice to others)? Who (or what) is next to be affected by the decisions that are made – for example, supervisor sees them before they leave the team or the whole department sees and has to respond to the change that is made. Give typical example(s) of the consequences of the decisions (eg what impact does the decision-making have on the performance of the team/section/department/organisation)? |
| * The postholder makes editing and creative decisions to enhance/improve the quality of written copy, on the suitability and legality of copy/headlines. The postholder needs to respond appropriately to the content approval process and know when to refer the matter upwards. The postholder also makes decisions about when and how much to double-check copy for accuracy and when to do additional research. These are made on an individual basis and the postholder takes responsibility for editorial changes made.
* Any editorial decisions and changes made are seen by senior editorial staff before publication.
* The postholder’s actions will impact on the interest, information and understanding members gain from the content. Sub-editing work can enhance content and make it attractive and more readable, which impacts on members’ perceptions of the BMA.
* Planning is important and, in the short term, the postholder needs to be highly organised and able to prioritise their workload effectively to meet fast and inflexible deadlines. In the medium term he/she needs to plan time to archive editorial records and to scope future content. In the long term, he/she needs to plan time to ensure objectives/professional development needs can be met.
* The sub-editing process is key in ensuring that errors, such as misspelt names or factual errors, occur as rarely as possible. If they do not perform this role it would not necessarily be immediately obvious to those above them in the editorial team but would be clear to members who know the person or situation concerned, and the BMA’s credibility would be damaged. This responsibility is extremely important for the long-term impact of member engagement.
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| **Use of resources (supervision of resources and influence)** |
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| What responsibility is there for managing people, equipment, budgets, resources, customer’s welfare or confidential information? If this is a staff management role describe what is involved, eg staff reporting, staff development, appraisal, leading a department or the allocation of work.How does the role fit within the organisation, eg support role, team member, team leader, specialist policy adviser, or leading major areas of core business? |
| * The postholder has no line management responsibility.
* He/she works as part of a team and on an individual basis.
* The role requires a mix of assertiveness and the ability to listen to varying points of view when discussing content output.
* Responsible for ensuring proper use of IT systems in line with prescribed protocols.
* Occasional need to process confidential information appropriately, eg when handling content about NHS contract negotiations.
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| **Communication (level, internal and external demands and significance)** |
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| What people are typically contacted (regardless of the medium) **inside** the Association, eg immediate colleagues, senior managers or administrators? Committee members are the only members classed as internal communication. Normal non-committee membership and doctors are external (see below)Who is in regularly contact with the role holder **outside** of the Association, eg members who are not committee members, suppliers, members of the public? Approximately what percentage of the time is spent on external communications?What is the purpose of these contacts, eg conveying information, gathering data? |
| * The postholder has daily contact with other members of the member engagement and content/audience team. It is important to the efficiency of content publication that these relationships are productive. Frequent communication and negotiation is required with senior secretariat staff across the BMA to whom copy is sent for approval. There is regular contact with members and other outside contributors in connection with content. This contact must be intelligent and productive as accuracy of content and credibility of the BMA may be affected.
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| **Physical demands & coordination (physical effort and mental strain)**  |
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| Are there any unusual physical or mental demands of the role; for example, lifting heavy objects, standing for long periods, using VDUs extensively or high levels of concentration? |
| * Normal physical demands associated with an office environment; limited requirement to engage in lifting/carrying/other exertion.
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| **Working conditions and emotional demands)** |
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| What are the environmental conditions in which the work is conducted, the social and emotional demands faced by the role and the pressures resulting from these? |
| * The job is conducted in a normal office environment and is not exposed to hazardous conditions or anti-social behaviour. The role contains minimal personal risk.
* There may be out-of-hours work required on occasion if engaged in major projects, external events or with content deadlines.
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| **BMA competency level required** |
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| **Behavioural competency** | **Level** |
| Personal responsibility – demonstrates a positive attitude and takes ownership and responsibility for work performance | C |
| Service focus – demonstrates an understanding of customer needs and has a service orientation | C |
| Gathering information – is driven to seek out information and carries out research to the level required to achieve objectives | C |
| Team working – works with colleagues cooperatively in own department and the wider organisation | B |
| Influencing others – persuades others to support a viewpoint and achieve their participation | B |
| Dealing with change – implements and adapts to new ideas and ways of working at individual, team and organisational level | C |
| Creativity and innovation – takes a creative approach to work, identifies new ways of doing things and develops ideas to benefit the association | B |
| Managing and developing people – sets goals and ensures others perform to their full potential and meet required standards | N/A |
| Leading people – communicates goals, engages and motivates others to achieve | N/A |

| **Sign-off** |
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| Manager: | Date: |
| Role holder: | Date: |