



**Job title:** Editorial Manager  
**Department:** Marketing and Communications  
**Location:** Aldgate, London  
**Hours of work:** Full time – 37.5 hours p/w  
**Contract:** Temporary role until end of 2021  
**Salary:** £33,660 p/a  
**Annual leave:** 33 days (excluding 8 bank holidays)

**Other benefits:** Pension - 8% contribution  
Season ticket loan  
Childcare vouchers (subject to eligibility)

**Reporting to:** Communications Lead

**Line management:** N/A

**Relationships:** All of Marketing and Communications team, Campaigns team, Fundraising teams, Senior Management team, HR, Clinical teams, Helpline team, Admiral Nurses

### **Purpose of job**

Write and edit copy for both on and offline projects, to contribute to the delivery of Dementia UK communications activity in line with the overall strategy and annual plans.

### **Key accountabilities and responsibilities**

- **Leaflets** – Liaise with Admiral Nurses, both on the Helpline and in the community, and other clinical colleagues to ascertain what information is needed to provide support for those living with dementia, and then enshrine

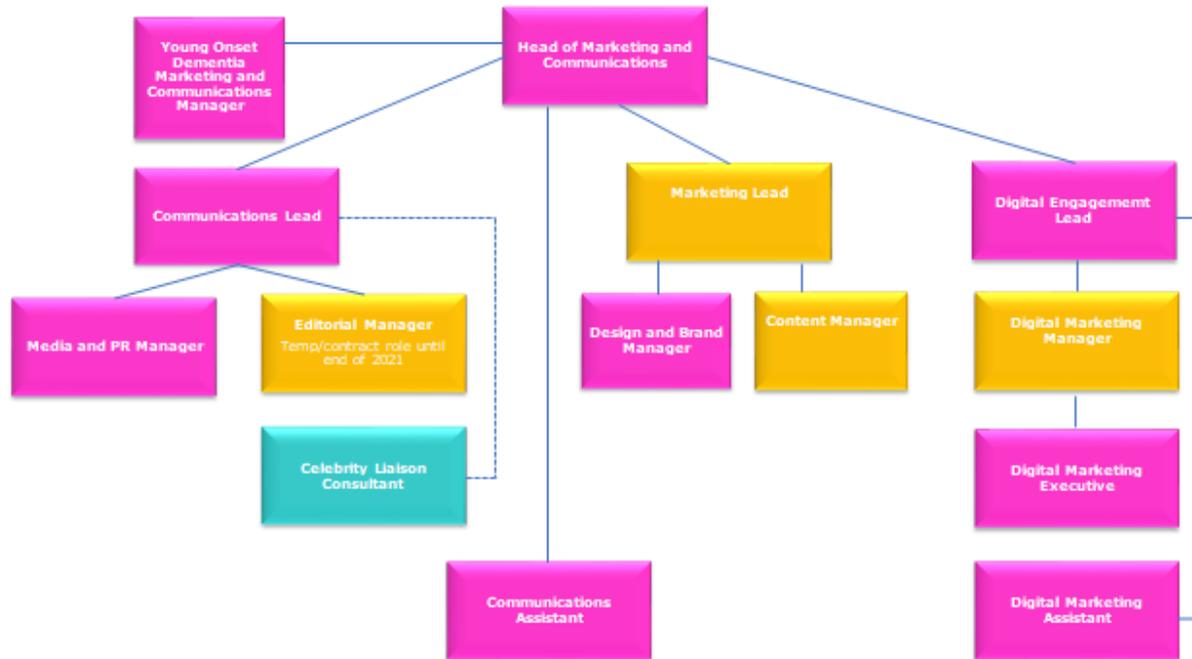


this into the Dementia UK leaflets programme. Liaise with colleagues on copy; edit and work with the designer to publish each leaflet

- **Website** – Adapt leaflet copy for the website, working with the Digital team to ensure SEO best practice is adopted
- **Reports, reviews and strategies** – Collate and write the narrative copy for various documents, including the Dementia UK annual strategy and impact report, working with colleagues across the organisation to ensure all relevant content is included
- **Editorial support** - Work with colleagues across the charity to write and edit copy for activities and initiatives e.g., Time for a Cuppa, supporter newsletter, forum programme and supporter emails; ensuring the copy is audience appropriate and in keeping with our tone of voice and key messaging
- **Additional general responsibility** - All staff should:
  - actively promote the core values of Dementia UK whilst working towards achieving the strategic objectives of the Charity, focusing on the impact of the departmental operational plan
  - support the management team to ensure that Dementia UK fulfils its obligations for the health, safety and security of all employees and relevant stakeholders including volunteers
  - represent Dementia UK in relevant charity sector initiatives and ensure that the Charity continues to learn from and share information with internal and external stakeholders as appropriate
  - promote equality of opportunity, diversity, and inclusiveness to ensure that the delivery of people management, policies, and systems through all aspects of the Charity are fair, transparent, and consistent, without prejudice or discrimination to all internal and external stakeholders.

This is not a contractual document and is subject to variation from time to time as circumstances dictate. This job description summarises the main duties and responsibilities of the post and is not a full and exhaustive list of tasks. All Dementia UK staff are expected to demonstrate flexibility and willingness to perform appropriate tasks when the need arises.

## Team structure



## Person specification

The skills, abilities, experience, and knowledge outlined below provide a summary of what is required to carry out this job effectively; together with the selection criteria required to demonstrate competency to carry out the role.

## Qualifications, skills and experience

- Experience of writing for publications and websites
- Experience liaising with key stakeholders at every level of an organisation
- Experience of proof reading and editing
- Experience of working with key messaging and tone of voice
- Experience of digesting complicated ideas or clinical information and turning it into clear, simple, compelling copy
- Knowledge of digital requirements and understanding of different online communication methods



## **Personal attributes**

### **Essential**

- Passionate about the written word
- An ability to meet deadlines and a collaborative and agile approach
- Ability to work effectively as part of a team
- Strong creativity and innovation skills
- Project management and co-ordination skills
- Excellent interpersonal and persuasive skills

### **Desirable**

An inquiring mind and knowledge of, or an interest in, learning about dementia and social care would be a distinct advantage.