The Biochemical Society - Proposed Job Description for:

Job Title: Digital Content Editor
Reports to: Marketing & Communications Manager
Department: Marketing & Communications
Location: Charles Darwin House, Roger Street, London

Overview
The Biochemical Society and its wholly owned publishing subsidiary Portland Press Ltd (PPL) are seeking a Digital Content Editor to shape and drive forward our web-based content and digital presence, ensuring that we reflect the voice of the community and the goals of our publishing business in our look and feel online. Working closely with colleagues across the organisation, the Digital Content Editor will proactively curate content, signpost activities and present information in an engaging way across our existing and future digital channels, including the Society website, the Portland Press publishing platform, the Biochemist Blog site and our Social Media accounts. A key objective of this role will be to generate synergies between the various Portland Press and Society offerings, and raise the profile of our brands and values online. Revenue generation via monetization of published content-collections and/or themed issues, as well as exploring possible revenue generation potential from commercial advertising against published content and/or the Society website are also central to the role.

The ideal candidate will be creative, pro-active and able to engage audiences through a variety of digital messaging. We are looking for someone with strong technical and writing skills, and a proven track record of creating outstanding digital content, translating complex information into clear and engaging content and managing and delivering digital campaigns and projects. A scientific background and/or experience working in a similar capacity within the scholarly publishing or Learned Society sectors is required for this role.

Key accountabilities
- Overall management and co-ordination of the Society website and PPL platform, including signposting new and existing products, services and activities, identifying opportunities for online advertising, curating content to deliver cross-promotional campaigns supporting key subject areas and target audiences and supporting colleagues in other departments to present new online content in an engaging way;
- Ownership of all messaging and positioning on the publishing platform, including providing digital-marketing expertise through migration to a planned new publishing platform and, post launch, taking on the ongoing management of messaging as well as the look and feel of the publishing pages on the site; oversight of ad-spaces on the publishing platform, including on email content alerts;
- Working closely with Managing Editors and the Publisher to ensure appropriate Society/PPL messaging alongside content collections/themed issues, and promotion of articles alongside the Society website;
- Co-ordinating the implementation of a new website for the Society;
- Management of the Biochemist blog;
- Leading the Society and PPL’s social media activity, including live streaming events.

Key knowledge and skills
- 2+ years’ experience in similar roles - a scientific background would be an advantage
- Creative thinking, excellent organisational skills and an ability to multi-task
- Excellent communication skills, both written and oral, with proven experience of copywriting, creating digital content and presenting complex information in a clear and engaging way
- Excellent attention to detail, along with an ability to see the bigger picture and identify opportunities for cross-promotion across different types of activity
- Proven experience with online marketing tools such as Google Analytics, using web content management systems (e.g. Drupal or similar) and editing website content are essential. Video editing experience would also be useful
- Experience of managing and delivering digital campaigns and projects; as well as an understanding of user experience and web content layouts
- Experience of managing and developing social media accounts
- Proactive approach to problem-solving
- Commitment to excellent customer service and demonstrable skill in responding to customer needs

**Competencies to be evidenced in this role are:**

**Judgement**
Makes sound decisions; bases decisions on fact rather than emotion; analyses problems skilfully; uses logic to reach solutions.

**Cooperation/Teamwork**
Works harmoniously with others to get a job done; responds positively to instructions and procedures; able to work well with staff, co-workers, peers and managers; shares critical information with everyone involved in a project; works effectively on projects that cross functional lines; helps to set a tone of cooperation within the work group and across groups; coordinates own work with others; seeks opinions; values working relationships; when appropriate facilitates discussion before decision-making process is complete.

**Reliability**
Personally responsible; completes work in a timely, consistent manner; works hours necessary to complete assigned work; is regularly present and punctual; arrives prepared for work; is committed to doing the best job possible; keeps commitments.

**Support of Diversity**
Treats all people with respect; values diverse perspectives; participates in diversity training opportunities; provides a supportive work environment for the multicultural workforce; applies the philosophy of equal employment opportunity; shows sensitivity to individual differences; treats others fairly without regard to race, sex, colour, religion, or sexual orientation; recognizes differences as opportunities; values and encourages unique skills and talents; seeks and considers diverse perspectives and ideas.

**Customer Service**
Listens and responds effectively to customer questions; resolves customer problems to the customer’s satisfaction; respects all internal and external customers; uses a team approach when dealing with customers; follows up to evaluate customer satisfaction; measures customer satisfaction effectively; commits to exceeding customer expectations.

**Problem Solving**
Anticipates problems; sees how a problem and its solution will affect other units; gathers information before making decisions; weighs alternatives against objectives and arrives at reasonable decisions; adapts well to changing priorities, deadlines and directions; works to eliminate all processes which do not add value; is willing to take action, even under pressure, criticism or tight deadlines; takes informed risks; recognizes and accurately evaluates the signs of a problem; analyses current procedures for possible improvements; notifies supervisor of problems in a timely manner.

**Communication**
Writes and speaks effectively, using conventions proper to the situation; states own opinions clearly and concisely; demonstrates openness and honesty; listens well during meetings and feedback sessions; explains reasoning behind own opinions; asks others for their opinions and feedback; asks questions to ensure understanding; exercises a professional approach with others using all appropriate tools of communication; uses consideration and tact when offering opinions.

**Attention to Detail**
Is alert in a high-risk environment; follows detailed procedures and ensures accuracy in documentation and data; carefully monitors gauges, instruments or processes; concentrates on routine work details; organizes and maintains a system of records.