

**UNISON  
EDITORIAL MANAGER/TEAM LEADER  
COMMUNICATIONS UNIT  
REF: CCP/2T**

**JOB DESCRIPTION**

Grade:	3
Hours:	35 per week
Location:	Head Office, London
Reports to:	Director of Communications
Accountable to:	Assistant General Secretary, Communications, Campaigns and Policy, for editorial matters

**OVERALL SUMMARY**

UNISON, the UK's leading public services union, needs someone to step in as our editorial champion to cover a period of maternity leave. The Editorial Manager needs a track record in overseeing content management, tone of voice and house style across printed and digital media.

The Editorial Manager will lead a small in-house editorial team and work with other union officers to plan, edit and manage the content for our key flagship printed and digital publications – currently U magazine for members, the U Digital email bulletin for members; InFocus magazine for activists and the weekly email bulletin eFocus for activists. You will oversee the production of our key publications, but this job isn't just about magazine editing.

You will help us take our communications to a higher level by inspiring, motivating and leading in developing high-quality, engaging content across all our channels.

You will work closely with our campaigns, digital and design teams to ensure consistency and integration of content and style across our printed and digital communications.

You'll work together with colleagues to develop content plans across our print publications and website and inspire our teams to plan how the union's key campaigns are reflected across a range of channels.

You'll help us keep an appropriate "tone of voice" and champion the audience-focused approach to all of our editorial messages.

You'll provide expertise, energy, ideas and leadership to communications and other staff in editorial advice and direction. You'll have a positive approach to change management and a track record in leading innovative editorial projects.

As part of the Communications Unit's management team, you'll provide expert advice and leadership and contribute to the team's development and planning.

**Responsible for:**

Communications officers x 3

**Key responsibilities:**

- Provide leadership on editorial style and strategy.
- Provide leadership in developing engaging content.
- Develop and promote UNISON editorial standards and house style across our printed and digital media.
- Plan editorial content and messaging across our key print and digital channels.
- Ensure a consistent and appropriate "tone of voice" for UNISON's publications and digital media.
- Advise UNISON staff, internal clients and partner organisations on editorial matters, ensuring these link with our communications strategy.
- Manage the editorial planning, co-ordination and production of the union's key regular printed and electronic publications, currently: U magazine for members, InFocus for activists and the weekly email bulletin eFocus for activists and digital magazine for staff, UNISONworks.
- Work closely with the Website Editor, Digital Manager and digital team to plan content and provide editorial support.
- Work alongside colleagues in the campaigns team, design team, media team and policy team to reflect the union's key priorities and messages.
- Work with the Director of Communications and other senior staff to develop and implement content strategy and to ensure that our key publications and their online counterparts reflect both audience needs and UNISON's key priorities and objectives.
- Manage, motivate and ensure the development of the staff of the editorial team in line with UNISON's management standards, ensuring that they meet agreed personal and team objectives.
- Commission and oversee the work of freelance contributors and contractors as necessary.

- As part of the Communications Unit management team, provide strategic leadership to staff throughout the unit with a strong emphasis on positive change management.
- Contribute to strategic plans and development of work programmes to implement them.
- Lead and manage projects using UNISON's project management framework across a range of issues.
- Understand, work within and promote UNISON's aims and values, objectives and priorities.

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**Person specification and selection criteria**

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age. This person specification is designed to help members of Interviewing Panels judge the qualities of interviewees in a systematic and consistent way and in accordance with UNISON's equal opportunities policy. It is given to all job applicants for information.

**Assessment code**

- A** - **Application form**
- P** - **Presentation**
- PI** - **Panel Interview**

<b>Heading</b>	<b>Selection criteria</b>	<b>Assessment Method</b>
<b>1. Knowledge</b>	1.1 Demonstrable experience of leading editorial change projects.	A/PI/P
	1.2 Experience of editing using printed and digital platforms to a high standard and encouraging innovation.	A/PI/P
	1.3 Experience of content management across a range of formats.	A/PI
	1.4 Knowledge of legal framework for publishing.	A
	1.5 Experience of developing and promoting editorial standards and housestyle across a range of media.	A/PI
	1.6 Experience of setting editorial guidelines, developing, implementing and monitoring short, medium and long term editorial plans.	A/PI
	1.7 Experience of project management.	A/PI
	1.8 Experience of using software including Adobe Indesign, Photoshop and Illustrator.	A
	1.9 Experience of using a website content management system.	A
	1.10 Experience of using a template-based bulk email system such as Dotmailer, MailChimp or similar.	A

<b>2. Thinking skills</b>	<p>2.1 Ability to understand and promote UNISON's campaign objectives and political nuances.</p> <p>2.2 Ability to provide strong editorial direction and tone of voice for a range of publications aimed at particular audiences.</p> <p>2.2 Contributing to the development of the union's communications strategies.</p> <p>2.3 Ability to take an audience-focused view of communications solutions.</p> <p>2.4 Ability to generate innovative editorial solutions and win support for their implementation.</p>	<p>A/PI/P</p> <p>A/PI</p> <p>A/PI</p> <p>A/PI/P</p> <p>A/PI/P</p>
<b>3. Interpersonal &amp; communications</b>	<p>3.1 Highly developed interpersonal skills including:</p> <ul style="list-style-type: none"> <li>• leadership</li> <li>• team working</li> <li>• mentoring and coaching</li> <li>• handling difficult relationships</li> <li>• handling complaints.</li> </ul> <p>3.2 Ability to advise and guide senior staff and lay members with tact and sensitivity.</p> <p>3.3 Experience of preparing and giving presentations to a high standard, acting as a champion of editorial standards.</p> <p>3.4 Ability to advocate and inspire.</p> <p>3.5 Experience of influencing people at all levels within an organisation and externally on behalf of an organisation.</p> <p>3.6 Ability to provide leadership and champion the union's editorial and content development at all levels of the organisation.</p>	<p>A/PI/P</p> <p>A/PI</p> <p>A/PI/P</p> <p>A/PI/P</p> <p>A/PI</p> <p>A/PI/P</p>
<b>4. Physical skills</b> (with DDA modification where necessary)	<p>4.1 Keyboard skills</p>	<p>A</p>
<b>5. Initiative &amp; independence</b>	<p>5.1 Track record of organising, prioritising and scheduling publication programmes for yourself and others in your team.</p> <p>5.2 Ability and experience of using initiative and independence over a broad area of activity involving decision-making, building support for a project, managing a project, managing a budget and using discretion.</p>	<p>A/PI</p> <p>A/PI</p>
<b>6. Staff management</b>	<p>6.1 Experience of line managing a team.</p> <p>6.2 Ability to influence and lead staff in project teams as required.</p> <p>6.3 Experience of managing the work of freelance contributors and external contractors.</p>	<p>A/PI</p> <p>A/PI</p> <p>A/PI</p>

	6.4 Ability to motivate and develop staff in accordance with UNISON's management standards.	A/PI
	6.5 Demonstrable leadership skills gained in a creative working environment.	A/PI
<b>7. Responsibility for resources</b>	7.1 Experience of preparing and managing a budget.	A/PI
	7.2 Ability to work with an external advertising sales agency, setting annual income targets, monitoring adherence and negotiating new income streams.	A/PI
	7.3 Ability to manage external contracts and ensure value for money and contract adherence.	A/PI
	7.4 Ability to assess cost-effectiveness of communication channels and provide advice on resources required.	A/PI/P