

UNISON

Editorial Team Writer Communications Unit Ref: CCP/64

Job Description

Grade: 7

Hours: 35 per week

Location: UNISON Centre, London

Reports to: Editorial manager

Overall summary

UNISON is the UK's largest public service union, representing some 1.3 million people working in local government, the NHS, schools, police staff, utilities, the community and voluntary sector and for private companies providing public services.

The Communications Unit is a multi-skilled team of communications professionals providing a full communications service to the union. Our teams of writers, planners, designers and digital staff set the external tone of voice for the union; provide our key internal communications channels (magazines, printed campaign materials, website and digital) and plan engaging campaigns designed to promote the union's key issues to members, the public, opinion formers and supporters. We also plan, monitor and manage an annual recruitment marketing campaign which brings thousands of new members into the union each year.

The editorial team writer will research and write stories for our range of online and offline communications channels for both members and activists. You will also provide professional support to other members of the editorial team – for example research, interviewing, picture research and working with our in-house film editor on UNISON films.

You'll be able to write simple news stories and features on your own initiative, be able to make accurate amendments and minor changes to text and layout both online and for printed copy; actively contribute story ideas as part of the editorial team and be comfortable working with colleagues across the union.

You'll have good communication skills – verbal and written – and be looking to further develop your editorial experience across a wide range of online and offline communications. You'll understand the steps of producing stories and features from conception to delivery, be able to write your own accurate and reader-friendly copy and be able to contribute to proofing across the team. But most importantly, you'll be full of ideas and a good team player.

You'll be able to work on your own initiative but also be able to support the team, and need the ability to understand UNISON's key objectives and priorities and how your work helps the union achieve those.

Experience of using digital tools and systems, using a Mac and professional layout, design or web software is useful.

Key responsibilities

- Writing basic news and features for publication online and offline across the union for both members and activists. Working with colleagues across the union and activists and members.
- Writing, checking and sub-editing copy for magazines and webpages and other outward-facing publicity materials, ensuring it conforms to UNISON house-style, is accurate and easy to read.
- Supporting colleagues with both editorial and picture research for more in-depth, advanced features.
- Supporting the union's in-house film editor on UNISON film projects.
- To play a proactive part in editorial team discussions and to actively contribute ideas for content including features, interviews, films and news stories.
- To be the editorial lead on a shared database of member contacts for case studies, including photographs, stories, member information and permission and usage rights – to be used across the Comms Unit and Press teams.
- To be the editorial lead on the media library – developing it and making sure editorial photo shoots are catalogued properly and being the first point of contact for photo research in the team.
- Monitor the editorial team inbox and be a first point of contact for dealing with inquiries requiring the need to develop a good knowledge of the work of the union and the specialist functions of the editorial and wider communications teams.
- Project-planning and management of small project teams around specific areas of editorial work.
- Understand and work within UNISON's aims and values, objectives and priorities as decided by the general secretary, senior staff and national executive council.

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Communications Unit
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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 the 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

Heading	Selection criteria	Assessment method
1. Knowledge	<ul style="list-style-type: none">1.1 Ability to understand the objectives of a publishing process and see how support systems can help to achieve those objectives.1.2 Experience of researching, writing and editing news and features.1.3 Confident of interviewing a wide range of people from members and activists to MPs and decision-makers.1.4 Knowledge of digital communications ideally with experience of publishing to digital platforms.1.5 Sound knowledge of different content formats1.6 Knowledge and experience of social media, especially Facebook and Twitter.1.7 Good understanding of the use of video as a content tool.1.8 Understanding of workflows.1.9 Experience in industry standard software eg Photoshop.1.10 Experience of working to quality standards.1.11 Experience of project management.	A/PI

	<p>1.12 Experience in using website content management systems such as WordPress and email management systems such as MessageFocus.</p> <p>1.13 Demonstrable experience of learning new systems and ease of use of digital and online tools.</p> <p>1.14 Ability to understand and work within UNISON's aims and values, objectives and priorities as decided by the General Secretary, senior staff and the national executive council.</p>	
2. Thinking skills	2.1 Ability to understand, work within and promote UNISON's key aims and values and understand how your role and the work of the Communications Unit supports these aims.	A/PI
	2.2 Ability and experience of problem-solving, for example, recognising problems or issues in a process and working together with others to resolve them	A/ST/PI
	2.3 Demonstrable attention to detail and ability to work sensitively with member information.	A/ST/PI
	2.4 Ability to prioritise work and deal with conflicting priorities.	A/ST/PI
	<p>2.5 Ability to set up databases and other data systems to record, monitor, analyse and report information for specialist purposes</p> <p>2.6 Ability to take an audience-focused view of communications solutions.</p> <p>2.7 Ability to research, learn and enjoy new tools and technologies as a way of engaging audiences with content.</p>	A/PI
3. Interpersonal/communications	<p>3.1 Excellent interpersonal and communication skills including:</p> <ul style="list-style-type: none"> • Writing copy • Editing and sub-editing using house style • Ability to transform reports and documents into sparkling content • Drafting engaging copy for emails, websites and social media • Good phone manner. <p>3.2 Ability to advise and guide senior staff and lay members with tact and sensitivity.</p> <p>3.3 Good people skills, especially in dealing with key content stakeholders throughout the organisation.</p> <ul style="list-style-type: none"> • Ability to work collaboratively with colleagues in the communications team and across the union. 	A/ST/PI

4. Physical skills (with DDA modification if necessary)	4.1 Excellent word processing, data entry and other keyboard skills.	A
5. Initiative and independence	5.1 Ability to organise, prioritise and schedule work within an agreed set of priorities or work programme. 5.2 Ability to work from a brief and negotiate with colleagues as appropriate. 5.3 Ability to lead on particular areas of work and report to managers and other colleagues. 5.4 Ability to come up with content ideas 5.5 Ability to enjoy new ways of telling stories online using multimedia such as films, images, charts and timelines.	A/PI
6. Team working	6.1 Experience of working as part of a creative team. 6.2 Ability to influence and negotiate with colleagues while maintaining a positive and creative working relationship.	A/PI
	6.3 Ability to join and contribute to short term or ad hoc working groups around particular projects.	A/PI
7. Responsibility for resources	7.1 Ability to work with sensitive member data within agreed guidelines accurately, securely and confidentially.	A/PI