

RCNi

Role description

Title	Assistant web editor/ Maternity Cover
Department	Editorial
Reports to	Web editor
Contact:	Fixed term, 6 months (with option of extension)
Hours	Part time (21 hours) – flexibility on days and times worked
Grade	F £36,147 pro rata (£21,688 per annum)
London weighting	Outer £1,692 pro rata (£1,015 per annum)
Location	The Heights, 59-65 Lowlands Road, Harrow-on-the-Hill HA1 3AW

Overall aims

- 1. Supports the web editor in delivering a high-quality experience for our readers across our digital platforms**
 - 2. Helps create, organise, maintain and publish online content in both XML, HTML, and via the CMS**
 - 3. Creates regular website audits based on analytics to help ensure our content stays relevant and engaging for our audience**
 - 4. Helps ensure that work colleagues are kept up to date with digital developments**
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Specific aims

- 1. Supports the web editor in delivering a high-quality online experience for our readers across our digital platforms**
 - Checks XML content for accuracy, investigating and fixing errors when required.
 - Publishes and processes XML content for our institutional websites, liaising with our external suppliers
 - Maintains RCNi's online production calendar and assists in ensuring timely publication of multiple content types across our online platforms.
 - Helps identify digital opportunities, including within social media, to maximise our online coverage and deliver an engaging and rewarding online user experience.
 - Helps identify and implement creative digital solutions that support the online delivery of editorial, sales and marketing content and multimedia material.

2. Helps create, organise, maintain and publish online content in both XML, HTML, and via the CMS

- Supports the web editor in ensuring that content on RCNi digital platforms is published on schedule or at the earliest opportunity, as appropriate.
- Helps ensure that home pages, landing pages and their supporting content are coherent, accurate, up to date, and in keeping with the RCNi brand.
- Maintains and initiates discussion on the RCNi Hub forums.
- Creates engaging online copy as and when required.
- Creates and maintains the e-alerts for each digital page-turner edition of our journals.

3. Creates regular website audits based on analytics to help ensure our content stays relevant and engaging for our audience

- Helps identify online trends and user behaviour based on google analytics and delivers reports when required.
- Systematically checking online content and page-turner editions for relevance and accuracy, fixing errors when required.
- Attends relevant conferences and training courses at the request of the web editor.
- Helps ensure that RCNi's digital platforms complies and keep pace with best digital practice and web industry standards.

4. Helps ensure that work colleagues are kept up to date with digital developments

- Helps organise and run training sessions on the use of social media and content management systems as required by the web editor.
- Creates support guides on the use of our digital systems as required by the web editor.

5. Other

- Follows the editorial department's complaints policy at all times, and deals with complaints under the direction of the editorial director, deputy editorial director, or web editor.
- Undertakes any other duties commensurate with the grade of the post as directed by the web editor.

RCNi strives to provide equality of opportunity and the post holder must be sensitive to this organisational objective at all times.

Amanda Carter, March 2017