



## Job Description

**Job Title:** Website Editor (Maternity Cover)

**Salary:** Grade 3: £21,000 – 24,999

**Duration:** Part time, 21 hours a week. Fixed-term 12 month contract

**Reporting to:** Website and CRM Manager

### Job Summary

The Website Editor supports the Website and CRM Manager in the management of website content strategy, editorial standards and administration across Scottish Book Trust's websites, [scottishbooktrust.com](http://scottishbooktrust.com), [thestoryis.co.uk](http://thestoryis.co.uk) and [readingchallenge.scot](http://readingchallenge.scot).

The Website Editor ensures that the website content is of a high standard and supports the charity to meet its strategic and marketing aims. The role ensures sites are updated with new content and project information, developing new content and sections as required and working to increase the effectiveness of existing sections through SEO and regular audits. In addition, the Website Editor will support the content creation and transfer for the redeveloped Scottish Book Trust website, due to launch in August/September 2018.

The Website Editor is part of the Marketing and Communications team and works in collaboration with all programme teams across the charity.

### Key responsibilities

Content development and editing

- Working with the Website Manager and programme teams to plan website and content priorities
- Create, edit and manage web content, including blogs, working with programme teams while ensuring website priorities are considered and incorporated in all projects.
- Proofing, editing, refining and publishing content to ensure accuracy
- Work with the Digital Marketing Manager to identify popular content and ways of building audiences, identifying areas for improvement with SEO and other optimisation techniques
- Writing, editing and transferring content to the redeveloped Scottish Book Trust website
- Seek and manage images
- Manage book lists – including creation, commissioning, editing and tagging
- Co-ordinating with Writer Development and Live Literature Administrator to manage updates to Live Literature author database
- Training new staff to create and manage content as required and provide ongoing support for users

- Working with Marketing Team to develop creative ideas to meet marketing aims across programmes

#### Website management

- Liaise with support agencies for site functional development and bugs troubleshooting
- Work within the CMS to develop views, blocks, landing pages and other site display sections
- Manage website navigation, structure and content to ensure effective user experience
- Ensure websites are compliant with accessibility guidance, cookie laws and other legal requirements
- Any other duties which may be incidental to the above and are necessary to meet the demands of the organisation

### **Knowledge, Skills & Experience**

#### **Essential**

- Demonstrable experience of creating and editing content for websites
- Experience of web content strategy including content layout and content management
- Ability to generate fresh ideas for web content and how to present it
- Significant experience of writing and editing content for websites
- Knowledge and experience using HTML, Photoshop (or similar picture editing software), audio and video editing applications
- Experience of working in a marketing environment

#### **Desirable**

- Knowledge of Drupal CMS desirable
- Excellent attention to detail
- Interest in books, reading and writing

The post is based at Scottish Book Trust offices in Edinburgh.

Appointment will be conditional on securing basic clearance from Disclosure Scotland