



Job Description

Job Title:	Communications Editor
Department:	Marketing & Communications
Reporting to:	Head of Communications
Direct Reports:	None
Location:	Flexible - we will consider homebased with presence at Lilleshall at least one day per week

Job Purpose

Work with the Head of Communications to deliver effective and impactful communications, with editorial responsibility for our member magazine in both print, accessible and digital formats. You will be required to strategically plan, research and edit an inspirational magazine that meets the needs of our audiences. In addition, you will be responsible for overseeing the creation of informative and inspiring content on our website and our member ezines, working closely with our Content and Communications Officer to ensure, where relevant, content also works for our social media channels.

This role is integral to making a positive contribution to the development of archery and the delivery of Archery GB's strategic objectives:

- **Grow and sustain participation with effective facilities, coaching and competition strategies** – creating compelling content which communicates the work of Archery GB and helps members understand the journey they could take through the sport
- **Deliver and sustain Olympic & Paralympic targets** – by celebrating the success of our athletes and finding innovative ways to inspire participation and raise the profile of the sport
- **Reduce the reliance on external funding** – by creating content which underpins our Commercial and Business Innovation team and utilising our communication channels to tell the story

Key Objectives

- Retain and grow interest, participation and following in Archery
- Openly, effectively and regularly engage with all Archery GB's audiences via appropriate channels and help to improve their quality of experience
- Create wider engagement with audiences on the periphery and outside of the sport through content and coverage
- Build a culture of collaboration and long-term planning – internally and externally

Key Activities

The Communications Editor will:

1. Determine the strategy for our member magazine and ezines to meet our audience's needs, including how features will link together across the year.
2. Lead the editorial focus and schedule of the magazine, ezines and website - drafting content and requesting articles from members of staff, archers, volunteers and other contributors as appropriate.
3. Lead the quarterly Archery UK editorial planning and wash-up meetings.

4. Oversee the production schedule to deliver the magazine on time and to budget.
5. Work with contributors to the magazine to build relationships and ensure they meet deadlines.
6. Acknowledge all submissions made to the magazine, informing the sender if they are likely to be used.
7. Work with our sponsors and partners to identify areas of joint promotion ensuring relevance to our audiences.
8. Organise and manage the proof-reading process to minimise mistakes.
9. Oversee design and photography and manage the relationship with the publisher.
10. Produce daily news coverage for our channels.
11. Act in the best interests of Archery GB by ensuring content is not malicious or harmful and that relevant people are given the opportunity to reply to member letters sent to the magazine.
12. Work with our research and insight analyst to manage the regular review and improvement of the magazine, ezines and website.
13. Work with colleagues to deliver the agreed communications strategy and associated campaign plans.
14. Contribute to the comprehensive content plan for all Archery GB channels.
15. Attend national events where required for the purposes of creating and publishing stories across AGB channels
16. Contribute to the wider development and promotion of the sport.
17. Act as a guardian of our brand guidelines and corporate style, ensuring colleagues and contributors adhere to these guidelines.

Key Relationships/Interfaces

The Communications Editor will work with the Head of Communications and the Content and Communications Officer. The post holder will have contact with all departments within the organisation including Membership, Performance, Business Development, Sports Team, Volunteers and contributors.

Key Measures

The success of this role will be measured on:

- Delivery of communications strategy
- Results of the communications research
- Key performance indicators
- Cost/budget controls

Flexibility Clause

The job holder is required to be flexible in their duties and may be required to undertake other duties and responsibilities as specified by Archery GB

Variation Clause

This is a description of the job as it is constituted at the date shown. It is the practice of Archery GB to periodically review job descriptions, to update them and to ensure that they remain relevant to how the job is to be performed.

Last reviewed: 13/08/2019

Archery GB is the trading name of the Grand National Archery Society,
a company limited by guarantee no. 1342150 Registered in England.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications & Training	<ul style="list-style-type: none">• A Level/Level 3 standard of education including English and Maths GCSE.• Evidence of continued professional development and demonstration of continuing willingness to develop own professional skills.	<ul style="list-style-type: none">• Degree or equivalent.• Professional qualification or experience in journalism.
Knowledge	<ul style="list-style-type: none">• Have an expert-level understanding of editorial duties, including copywriting, copy-editing and proofreading.• Experience of promoting online content through SEO and social media.• Strong working knowledge of Microsoft Office applications including Word, Excel, PowerPoint, Access and Outlook and infographics.• Knowledge of archery strongly preferred	<ul style="list-style-type: none">• Photography• Design or photoshop• Knowledge of a membership organisation• Knowledge of sport
Experience	<ul style="list-style-type: none">• At least two years working in a relevant editing (print and digital) role.• Experience of copywriting and creating content for different channels.• Experience of delivering multiple projects and formulating own working practices.• Knowledge of working within and managing set budgets.• Experience of managing and mentoring a team of contributors.	<ul style="list-style-type: none">• Experience of working in a National Governing Body or membership organisation.

	<ul style="list-style-type: none"> • Experience of creating inspiring content to promote participation and create supporter engagement. 	
Skills & Abilities	<ul style="list-style-type: none"> • Demonstrates attention to detail with good organisational skills. • Must enjoy collaborating with others and brainstorming creative ideas. • Trustworthy with high levels of personal and professional integrity. • Excellent written and verbal communication with interpersonal skills capable of building rapport and trust easily. • Managing relationships and team working - able to build and maintain effective working relationships with a range of people. • Flexibility - adapts and works effectively with a variety of situations, individuals or groups. Able to understand and appreciate different and opposing perspectives on an issue and adapt approach as the requirements of a situation change. • Ability to remain positive but focused under challenge and change. • Ability to set and work to challenging deadlines, prioritises and plans activities taking into account all the relevant issues and factors such as deadlines, staffing and resources. • Ability to maintain diligence and thoroughness while working in a fast-paced environment. • Excellent team player, but also able to take responsibility and accountability for themselves. • Self-motivated. • Respectful of others and open to the collaboration and connecting of differing ideas and actions. • Demonstrates ability to work on own initiative. • This role requires a flexible approach to work, with significant out of hours, including evenings and weekends to cover key events. 	