

JOIN THE TEAM!



The Magistrates' Association is looking for a new
Editor and Content Manager
(part-time: 3 days or 21 hours per week)

Deadline: noon on Monday 21 October 2024

RECRUITMENT PACK

Hello and thank you for your interest in becoming our Editor and Content Manager.

If you're a talented writer and team player with a strong instinct for storytelling and outstanding attention to detail, I'd love to hear from you.

At the Magistrates' Association (MA), we have a small and friendly staff team of 10 and a membership of over 11,000 sitting and retired magistrates across England and Wales. We're at the heart of the justice system, both nationally and locally and it's an exciting time to be joining us. Last year we launched a new website and new branding, and we will soon have a new customer relationship management (CRM) system – these will all help us turbo-charge our efforts to better promote ourselves and our services to members, potential members, other stakeholders and the wider public.

Your main job will be producing *Magistrate*, the only magazine dedicated to the magistracy and our most popular member benefit. You will work closely with members, staff and suppliers to commission, edit and polish articles for the magazine and ensure that it is top-quality and goes out to members on time and on-budget. We print and distribute the magazine to members every quarter and we want to develop a winning digital version of it alongside the printed version, so one of your responsibilities will be to work with me to oversee its digitisation.

You will also be part of our small but dedicated communications team, which is responsible for delivering not only the magazine, but also the MA's successful media relations, social media posts and engagement, and the majority of our website content. So, on any day, you might be:

- Brainstorming ideas for new columns, articles and features – both for the magazine and the MA website
- Copyediting contributors' magazine submissions
- Interviewing members for stories and spotlights
- Writing engaging magazine articles or new website content
- Creating new website pages or editing existing pages
- Sourcing on-brand imagery/photography for the magazine or website
- Marking up magazine proofs and liaising with our designers on layout.

It's an exciting role and, because of our small staff team, you'll have ample opportunities to work with colleagues and develop your skills.

I hope you like the sound of this great role and I look forward to seeing your application.

Kind regards

Neil Cox
Head of Marketing and Communications

ABOUT THE MAGISTRATES' ASSOCIATION

WHO ARE WE?

We are an independent charity and the only membership body for magistrates in England and Wales.

WHAT DO WE DO?

Run by and for our 11,000 sitting and retired members, with 53 local branches and four national policy committees, we help our members be the best magistrates they can be. We do this by:

- **Developing** our members – with learning and tools to develop magistrates' skills and competencies.
- **Influencing** for our members – we're the only collective and independent voice of the magistracy. We advocate on behalf of our members and inform others about the vital role of the magistracy.
- **Informing** members – we are the key source of news, updates and opinions on issues relevant to the magistracy.
- **Supporting** members – our support line is for when being a magistrate feels tough.
- **Connecting** members – we provide opportunities for members to meet, collaborate and network.

HOW DO WE DO IT?

Our work is overseen by our board of trustees, which sets our strategy and budget and is legally accountable for all our activities. Our small staff team designs and delivers the organisation's work.

The communications team, in which this role sits, is central to the delivery of the strategy. Its remit is to tell the MA's stories, and deliver marketing and communications activity that strengthens our reputation and member engagement.

In the last couple of years, we've developed brand messaging and a style guide, produced a suite of visually appealing marketing materials, used audience insights to revamp the MA's member newsletters and social media presence, and secured an unprecedented amount of high-quality media coverage – an increase of 400% over the previous year's coverage.

JOB DESCRIPTION

ROLE PURPOSE

- Manage the editorial development and digitisation project for *Magistrate* magazine,
- Contribute to the production of engaging, written website content
- Support the development and maintenance of the website.

POSITION IN THE ORGANISATION

Reports to: Head of Marketing and Communications

Main relationships: members, staff, internal and external magazine contributors, and suppliers (designers, photographers, printers, proof-readers and website administrators).

MAIN AREAS OF RESPONSIBILITY

- Managing the entire process of producing the MA's *Magistrate* member magazine. This includes planning each edition, commissioning articles, writing and editing compelling and audience-focused content, briefing and liaising with our production and publishing agency on design and print, and handling correspondence from members about the magazine, including dealing with content ideas.
- Overseeing a project to specify, manage and deliver the magazine's digitisation, taking it from its current PDF state to a more immersive and fully digital experience.
- Support the development, maintenance and improvement of the website, including analysing website user data, page views, downloads and clicks data, and using Google Analytics and HotJar to identify where we can make improvements to the content and/or useability of the website.

SPECIFIC RESPONSIBILITIES

Strategy

- Contribute to the delivery of our marketing and communications strategy, which seeks to increase brand awareness and reputation, and support membership recruitment and retention
- Ensure that content produced for the magazine supports our wider awareness-raising and member recruitment aims, and can easily be repurposed for other communications (eg: website, social media).

Editorial project management

- Produce our quarterly print magazine, on time, on budget and to a high standard:
 - Work with colleagues to develop an annual content plan for the magazine that is aligned with our communications and membership strategies

- Develop and manage the magazine production schedule
- Source, research, write and edit content, and liaise with internal and external contributors as needed
- Manage our relationship with our publishing agency, liaising with the project manager and other relevant staff to ensure high-quality production, distribution and revenue generation (including overseeing subediting, layout, typesetting, image sourcing, proofing and advertising)
- Upload magazine content to our website
- Act as the first point of contact for all magazine-related enquiries, including managing the editorial email Inbox and handling members' queries
- Propose and make changes to the magazine's frequency, design, format and structure that address member feedback, reflect our visual brand identity, and ensure accessibility.

Project manage the digitisation of the magazine, including:

- Researching and costing digital magazine options, then leading a tendering process and selecting the most appropriate solution
- Liaising with our website developers to enable integration
- Working with colleagues to launch the new digital version to members
- Regularly monitoring reach and engagement post-digitisation, to enable insight-driven content development
- Devising and securing internal sign off for a longer-term communications and awareness-raising plan to transition members from the print to digital magazine.

Content development

- Contribute to developing and delivering our annual content plan, including:
 - Proposing spin-off digital content to increase reach and engagement
 - Copy-editing and/or proofreading blogs, reports and website copy, using editorial flair and judgement and with search engine optimisation (SEO) best practice in mind, where relevant.

Editorial standards

- Champion and ensure compliance with the MA's brand and style guidelines - delivering advice and training to help colleagues develop their writing skills and apply the organisation's style.

Organisation wide

- Fulfil other relevant organisation-wide duties, as required.

GENERAL

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by employees in this role. It is not exhaustive, and staff may be required to undertake other reasonable duties commensurate with the role.

PERSON SPECIFICATION

ESSENTIAL

- 3+ years' experience (in creative writing, magazine editing, journalism or similar)
- Fluent in English, with excellent writing, editing and proofreading skills and an exceptional attention to detail
- Substantial experience of working in an editorial role, with a track record of commissioning copy, applying brand/style guidelines, and managing printed and digital publications from concept to dissemination
- Experience of working on or managing websites and website content management systems
- Strong organisational skills, with experience of commissioning and managing projects, suppliers and freelancers
- Ability to generate new ideas, take initiative and problem solve
- An interest in criminal justice and the courts
- Adaptability and an ability to work well under pressure and meet tight deadlines
- Proven team skills and an ability to liaise diplomatically with colleagues of all levels
- Strong skills in using Microsoft Office programmes (Word, Excel, PowerPoint, etc)
- Experience of using content management systems.

DESIRABLE

- In depth knowledge of, or experience of working in communications, in the criminal justice system
- Strong SEO writing and editing skills
- Awareness of digital publishing trends and platforms
- Familiarity with the Adobe suite
- Experience of using Google Analytics/similar to drive content development
- Experience of using WordPress websites
- Experience of working in a membership organisation.

TERMS OF APPOINTMENT

This section has basic information about employment terms and conditions. Full terms and conditions will be included in the contract of employment that will be offered to the successful applicant. This summary does not form part of a subsequent employment contract.

Salary	The salary for this post is £35,000 per year (pro rata = £21,000 per year).
Duration	Permanent.
Location	Flexible/hybrid working. While the MA's head office (where this post is based) is at 10A Flagstaff House, London, SW8 2LE, all staff are currently working from home full-time.
Hours of work	This role is part-time (21 hours per week). This could be managed by working 3 full days, or spreading the 21 working hours over 4 or 5 working days.
Annual leave	The annual leave entitlement is 25 days (pro rata), plus statutory holidays. On completion of a three-month probationary period, staff can also apply for three days (pro rata) volunteering leave per year.
Pension	On completion of a three-month probationary period, the MA will make a pension contribution equivalent to 10 per cent of salary to an approved pension scheme, provided that the employee is contributing at least five per cent of their gross salary to the scheme.
Probationary period	There will be a probationary period of three months.

HOW TO APPLY

Please forward these things to neil.cox@magistrates-association.org.uk **by noon on Monday 21 October 2022:**

- **Your CV** (maximum two sides of A4 please). Please include your contact phone number and email address
- **A supporting statement** (again, max two sides of A4) that sets out why you think this role is right for you and how you meet the criteria in the person specification.

If you have questions about the role or the recruitment process, or would like to discuss the role informally, please email Neil Cox (Head of Marketing and Communications) at neil.cox@magistrates-association.org.uk

Recruitment timetable

Closing date	Monday 21 October (12 noon)
Shortlisted candidates contacted	By Thursday 24 October
Written test and interview	Monday 28 October to Wednesday 6 November
Second interviews	TBC

If you are not available on the interview dates, please let us know when you submit your application.

Equality statement

The Magistrates' Association is committed to encouraging equality and diversity among our workforce and eliminating discrimination. The aim is for our workforce to be truly representative of all sections of society and for each employee to feel respected and able to give their best. Because we are focusing on becoming an organisation that more closely reflects the society we live in, we especially welcome applications from underrepresented groups.