



# Job Description: Publications and Content Editor

**Reporting to:** Communications and Events Manager

Mole Valley Farmers is committed to delivering service excellence across our business, and every employee has a part to play in enabling us to achieve this. The tasks below detail the main day to day activities that you will be responsible for.

## Job Purpose

The Publications and Content Editor is responsible for promoting and showcasing the business through our print and digital publications, ensuring the agricultural and retail business objectives and targets are supported professionally. The role focuses on our print and digital newsletters, but the post holder will also work to maximise the use of relevant content across all communications channels (internal and external).

## General Description of the Position

As Publications and Content Editor you will take editorial responsibility for our various newsletters and more widely assist with the strategic use of content across our communications channels including moleonline.com

You will be responsible for managing the Publications team and work closely with the Communications and Events Manager.

You will be responsible for producing high quality materials for print and digital content that support the activities and objectives of the business. You will ensure our corporate newsletters are full of timely, technical and industry appropriate content. You will work with the Publications team to plan the article schedule for the year, ensuring an appropriate balance and mix of content for our readership.

The role will see you working with multiple internal and external contributors, editing copy and providing support and guidance in the production of their articles. The ability to write excellent and engaging original copy is also essential to this role.

Together with the Communications and Events Manager and freelance PR writers, you will also take responsibility for writing and issuing timely press releases to support the retail and corporate elements of the business as necessary. This includes managing freelance writers to secure press releases and articles for newsletters and to maximise the impact in printed and broadcast media. You will also be involved with producing and executing communication strategies for organisational initiatives and projects.

To achieve the above, it is necessary to have excellent editing and writing skills combined with a sound agricultural knowledge. You will also have strong interpersonal and communication skills, enabling you to develop good relationships with key stakeholders, both within and external to the business.

## Responsibilities will include:

- Working with the Communications team, the Publications and Content Editor is responsible for commissioning articles, editing articles and writing articles for all of Mole Valley Farmers' printed and digital newsletters which include:
  - Mole Valley Farmers Newsletter (monthly) – 40 pages
  - Mole Country Stores Newsletter (bi-monthly) – 20 pages
  - Country and Farm Newsletter (monthly) – 24-28 pages
  - TCF Newsletter (quarterly) – 4 pages
  - Annual Accounts
  - Any other newsletters as required – these may be tactical 'one off' publications or new publications which may be introduced to our newsletter portfolio

## Job Description: Publications and Content Editor



- Assuming overall editorial responsibility for our portfolio of newsletters and publications
- Working with the Communications Supervisor to creating flat plans for each publication, to ensure relevant content and appropriate promotion of seasonal campaigns and products.
- Establishing and monitoring formats and production systems for each newsletter, while ensuring continuity and geographic appropriateness in terms of visuals and tone.
- Working with relevant contributors across the business (Technical Agricultural/Brand /Product/Agri & Retail Managers, Marketing Coordinators, PR managers, Web/Social Media, Shows & Events and other staff as appropriate) to secure high quality, timely and appropriate copy.
- Working with relevant contributors external to the business as appropriate.
- Writing original copy as required
- Working within established processes to ensure newsletters are produced to the highest level, containing accurate, timely and grammatically correct content
- Working with the Communications Supervisor and Communications and Events Manager to monitor print and postage costs, to keep print standards high while remaining within budget.
- Work with the wider Communications team to maximise the impact of all publicity and newsletter content across internal and external communications channels.
- Regularly updating the company intranet and other internal communication platforms to highlight relevant news, developments and reflect current seasons and campaigns.
- Regularly reviewing competitor publications and sharing feedback.
- Where appropriate and in consultation with the Communications and Events Manager, issuing relevant newsletter articles to the media as press releases. Additionally you may be required to support the PR functions of the business, with a focus on retail PR and specific projects.
- Cultivate good relations with the media.
- Line management of the Publications team which currently comprises a Communications Supervisor and two Communications Artworkers. Manage all HR aspects of this team.
  - Identifying training needs
  - Performing annual appraisals
  - Updating job descriptions
  - General day to day support to the team
  - Working with the team to ensure they are aware of career progression options
- Creating and updating relevant policies and procedures as appropriate.
- This job description covers the main requirements but is not exhaustive and may be subject to changes of definition as necessary from time to time.

### Personal Specification

Requirement	Essential	Desirable
<b>Qualifications:</b>		

## Job Description: Publications and Content Editor



Educated to Degree level	✓	
Media qualification		✓
<b>Experience;</b>		
Management	✓	
Previous publications experience	✓	
Previous experience of working with the media	✓	
<b>Knowledge / Skills;</b>		
Ability to write engaging copy and articles	✓	
Excellent editing skills	✓	
Knowledge of print production processes		✓
Agricultural knowledge/experience/background	✓	
Good communicator (written & verbal)	✓	
Excellent organisation and planning skills	✓	
Ability to work under pressure	✓	
Good collaboration skills at all levels	✓	
<b>Personal Attributes;</b>		
Confident approach	✓	
Positive outlook	✓	
Outgoing and motivational	✓	

### General

- To deal with telephone calls internally and externally in a cheerful and pleasant manner following the company protocol.
- Be aware of and comply with company procedures and instructions and all staff notices which will be displayed on the works notice board.
- Be aware of and act in accordance with good health and safety practices, fire and first aid procedures including the wearing of protective clothing where applicable.
- To work within the true spirit of the values of the organisation and promote and help others to embrace these behaviours across the business.
- Be present and ready to commence work at the specified time each day and to continue to work effectively until the specified time to leave.
- To be alert to the ongoing requirements of security on our sites and report any suspicious actions or occurrences to the manager without delay.
- To recognise and protect the confidentiality of any and all information pertaining to the operations of the Company.
- To be a conscientious member of staff and be prepared to be flexible in carrying out any other duties that may be required from time to time.
- To observe at all times the requirements of the terms and conditions of your employment.

## Job Description: Publications and Content Editor



This role may be required to work additional hours as per the demands of the role. This job description covers the main requirements, but it is not exhaustive and may be subject to changes of definition as may become necessary from time to time.