



advice and support for older age

**Independent
Age**

INDEPENDENT AGE

JOB DESCRIPTION

Job Title:	Information Writer/Editor
Department:	Information and Advice
Salary Band:	£28,000
Reporting to:	Information Manager
Location:	HO

Job Purpose

This post will develop and produce innovative and useful Information and Advice resources aimed at older people, their families and those who care for them, enabling older people to stay independent and live well with dignity, choice and control.

The post-holder will work within a team of 4 including the Information Manager.

Main Duties

The main duties are as follows:

- Plan, develop and produce creative and innovative information and advice resources aimed at older people, their families and those who care for them. These will include guides, factsheets, website content and tools, newsletters and articles, videos and podcasts.
- Update existing products as required. Peer review I&A resources as required. Identify and resolve inconsistencies between individual products and ranges.
- Write creative and appropriate text for resources such as I&A communications materials, ensuring the content is accurate, relevant and follows internal policies and guidelines (such as accessibility and branding).
- Commission text from other internal and external specialists as required. Negotiate and issue author briefs, agreements, contracts, and invoices in line with IA procurement policies and legal requirements.
- With the Corporate Communications Team and Marketing and Digital Team ensure that all information products comply with both internal IA guidelines and external legal requirements (eg data protection and copyright law) and are cost effectively produced to high quality standards.

- With the Corporate Communications Team and Marketing and Digital Team ensure all products are cost effectively and appropriately promoted and distributed. Brief other internal stakeholders on new products and schedules as required.
- Ensure that the views and preferences of older people are built into consumer product development and maintain an effective log of all feedback received.
- Liaise with the Technical Advisers and other colleagues to ensure the accuracy and relevance of all consumer I&A resources.
- Liaise with Digital staff to ensure digital I&A resources are aligned with Digital strategy. Upload text and files to the internet and intranet as required.
- Contribute to the effective evaluation of I&A resources.
- Build relationships with external providers to ensure efficient distribution of resources.
- Ensure effective stock management for all resources, including those managed and distributed externally and those managed in-house
- Ensure an effective user journey for those who have ordered I&A resources, working with other teams as necessary
- Keep up-to-date with issues affecting older people

Other Duties

- Support the work of colleagues across the organisation including supporting strategic goals and other cross directorate objectives required.
- To observe and comply with all Independent Age Policies, including the key policies and procedures on Confidentiality, Data Protection, Health and Safety, Safeguarding and Information Technology Policies and Procedures.
- To undertake specific safety responsibilities relevant to individual roles.
- Some requirement to travel which may involve overnight stays
- Other responsibilities appropriate to an appointment at this level as requested by the Information Manager or Head of Information and Advice.

Job descriptions cannot be exhaustive and so the post-holder may be required to undertake other duties which are broadly in line with the above key responsibilities.

Independent Age is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities Policy and all other relevant guidance/practice frameworks.

PERSON SPECIFICATION

EDUCATION AND QUALIFICATIONS

- A-levels or equivalent

EXPERIENCE AND KNOWLEDGE

Essential

- Experience writing and developing a range of I&A resources aimed at consumers including leaflets and online materials.
- Experience of engaging consumers and testing new materials
- Experience researching new content areas and identifying issues for inclusion
- Experience of managing individual projects and meeting targets and budgets
- Experience of working independently & proactively to meet strict deadlines on a number of concurrent tasks
- Experience of keeping accurate records and up to date files.
- Strong customer service experience, ability to resolve problems & deal with queries in a proactive manner

Desirable

- Experience of supporting the development of online tools or providing content for them is desirable
- Knowledge of the production of leaflets and other formats including electronic tools and newsletters is desirable
- Knowledge of legislative and regulatory frameworks, national and local practice and how it interacts with a range of issues affecting older people including benefits, social care, paying for care, housing, end of life, bereavement, health services, and loneliness.

SKILLS AND ABILITIES

- Excellent oral and written communication skills including the ability to write clear, concise and creative text, presenting complex issues in an accessible style and strong presentation skills
- Wide range of influencing skills including the ability to work across teams and organisations to deliver projects to challenging deadlines.
- The ability to effectively project manage multiple campaigns, working flexibly and autonomously, ensuring individual projects meet organisational objectives and achieve deadlines.
- Accuracy and attention to detail including the ability to ensure all products meet brand and edit guidelines
- Ability to work with a minimum of supervision
- Ability to prioritise and balance a large number of concurrent tasks and organise work effectively to meet strict deadlines
- Creativity including the ability to identify and develop new product ideas
- Good IT skills including Microsoft Office packages
- Ability to collaborate effectively within a team

- Ability to communicate and liaise effectively, both in person and via telephone/email with staff at a range of levels and disciplines, as well service users and members of the public.
- Excellent time management skills