

## JOB DESCRIPTION

<b>Job Title</b>	<b>Writer/Editor (Maternity Cover)</b>
<b>Department</b>	<b>Services</b>
<b>Reporting to</b>	<b>Information Manager</b>
<b>Line Manages</b>	<b>N/A</b>
<b>DBS check requirement</b>	<b>Basic</b>
<b>Location</b>	<b>Avonmore Road, London W14 8RR (with hybrid working) or Homebased</b>

### JOB PURPOSE

Working with other team members, the post holder will create and update Information and Advice resources for older people, their families and those who care for them. Our guides, factsheets and web content cover a variety of topics from money matters and housing, to social care and loneliness, and aim to empower older people who are facing financial hardship to live well with dignity, choice and control. The post holder will work closely with colleagues from across the organisation, but particularly with those from the Advice and Support service and the Studio Team, to ensure all products are relevant, accurate and of high quality.

### KEY RESPONSIBILITIES

- Write creative and appropriate text for resources (including guides, factsheets, website content, articles, videos and podcasts) ensuring the content is accurate, relevant and follows internal policies and guidelines (such as accessibility and branding).
- Ensure that the views and preferences of older people are central to the development of any resources, maintaining an effective log of all feedback received and implementing necessary changes.
- Contribute to the effective evaluation of Information & Advice resources, for example by organising and/or running focus groups and telephone surveys.
- Work closely with the Advice and Support Team and other colleagues to ensure the accuracy and relevance of all Information & Advice resources.
- Peer review and proof-read Information & Advice resources ensuring all adhere to house-style and Plain English.
- Identify and resolve any inconsistencies between products and ranges.
- Commission text or peer-review services from other internal and external

specialists as required.

- Working with colleagues, ensure that all Information & Advice products comply with both internal guidelines and external legal requirements (eg data protection and copyright law).
- Working with marketing and communications colleagues, ensure all products are effectively and appropriately promoted and distributed. Brief other internal stakeholders on new products and schedules as required.
- Work with Digital staff on the development of digital Information & Advice resources. Upload text and files to the internet and intranet as required.
- Keep up-to-date with issues affecting older people.
- To observe and comply with all Independent Age policies and procedures.

### General Responsibilities

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

### How We Work

At Independent Age, we live by our values and EDI principles.

Our Values are that we are:

Purpose-driven - the experience, needs and views of older people are central to everything we do

Compassionate - we listen, care and take action

Expert - our work is evidence-based and solution-focused

Collaborative - we work in partnership to maximise our impact

Accountable - we work with integrity and transparency

Inclusive - we value diversity and always treat everyone fairly with dignity and respect

To put our EDI Principles into practice, we will:

- proactively challenge ageism and other forms of discrimination throughout our work
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong
- develop our leaders so they can act as role models and champions and our staff so they can embrace these principles and apply them in their work

- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not
  - ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery
  - commit to setting target indicators for diversity and regularly review progress
  - collect data to enable us to track our progress
  - be publicly accountable and transparent about our progress
  - use our influence to proactively champion the principles of EDI internally and with external partners
  - continuously improve, adopt best practice and learn from and share with others
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## **PERSON SPECIFICATION**

- Demonstrable experience of writing and developing resources aimed at the public, including leaflets and online materials
- Excellent communication skills including the ability to write clear, concise and creative text, presenting complex issues in an accessible format
- Experience of engaging stakeholders and testing new materials
- A high level of 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 number of concurrent tasks and organise work effectively to meet strict deadlines
- Good IT skills including Microsoft Office packages
- Ability to work effectively within a team
- A demonstrable passion for, and affinity with, our cause.