

# Senior Content Editor (Accessibility) Job description

Together we are help and hope for everyone living with dementia



# Who we are

## Dementia is the biggest health and social challenge of our time

There are currently estimated to be 900,000 people in the UK with dementia. Many are undiagnosed and facing the realities of their condition alone.

At Alzheimer's Society we're working towards a world where dementia no longer devastates lives. We do this by giving help to those living with dementia today and providing hope for the future.

We're here for everyone living with dementia.

As a Society, we are made up of people with dementia, carers, trusted experts, campaigners, researchers and clinicians. We are the UK's largest collective force of people with unparalleled knowledge and over 40 years of experience addressing the biggest challenges facing people living with dementia.

## Together we are help and hope for everyone living with dementia.

# Our values

Our values tell everyone who we are as an organisation. Our values make sure that our focus is clear for the challenges and opportunities ahead and remind us what we all stand for. Our values are evident in everything we do, how we do it and how we work together.

These are not just words on a wall, we live these every day in all our work. We are Determined to make a difference when and where it matters most, by being passionate, focussed and making a lasting impact for people affected by dementia.



### **Determined to make a difference**

We're passionate, we're focused and we make a lasting impact for everyone living with dementia.



### **Trusted expert**

We're listening, we're learning and we use experience and evidence.



### **Better together**

We're open, we combine our strengths and we achieve more together.



### **Compassionate**

We're kind, we're honest and we don't shy away from challenges.

Through our values we will make the greatest difference for people affected by dementia. Whether you are someone living with dementia, a family member or carer, a supporter, a donor, a colleague from another organisation, an employee or a volunteer, these four values will shape your experience with Alzheimer's Society.

## Senior Content Editor (Accessibility)

### Position in the Organisation

Reports to the Publishing and Editorial Manager  
 Line Manages Assistant Editor  
 Member of our Publishing and Wider Content & Digital teams.  
 Part of our Income and Engagement directorate.

### Purpose of this Role

We are here for anyone affected by dementia to help them navigate some of the hardest and most frightening times of their lives.

We are advisors, supporters, fundraisers, researchers, influencers, communicators, technical specialists, and so much more. We are volunteers, we are employees, and together we are here to make a difference to the lives of people living with dementia and their carers.

As Senior Content Editor (Accessibility), you'll join our dynamic Publishing team in our Content and Digital department. You'll play a key role in the strategic development of our information content (as accredited by PIF TICK).

Accessible, high-quality information can be transformative to people affected by dementia. Your expertise will break down barriers to accessing information and open this vital support to more people.

You will lead and manage the development and production of information in a range of formats. This will include print and online resources, audio, video, Easy Read and different languages. You'll explore ways to keep improving what we do – and increase the voices, representation and involvement of more people from all walks of life in our information.

You will work strategically with the Publishing and Editorial Manager. This will include improving our processes, aligning content to user experience and organisational priorities and managing key relationships. You'll also provide guidance on accessible content to other Society teams supporting people affected by dementia. You will build partnerships, understanding and evidence about wider audiences.

You will line manage the Editorial Assistant and deputise for the Publishing and Editorial Manager, when necessary.

We are looking for someone who exemplifies our values, someone who is: Determined to make a difference when and where it matters most. A Trusted Expert who believes in working Better Together and demonstrates true Compassion.

## Key Accountabilities and Responsibilities

- Contribute to the strategic development of our information, embedding accessibility from the outset and throughout our processes.
- Responsible for writing and editing high-quality information content centred on the needs of people affected by dementia.
- Translate complex health, legal and technical details into clear, engaging and easily understandable information.
- Manage the development and production of content in alternative formats for people affected by dementia.
- Create accurate and engaging user-centred copy in different styles for a variety of audiences, including Easy Read and scripts for audio and BSL. Oversee end-to-end processes – editing, proofreading, design and production.
- Provide expertise on the specific accessible information needs of different audiences and the barriers that prevent users from accessing support content.
- Oversee allocation of agreed annual budget for development and production of alternative formats.
- Support and guidance to Alzheimer's Society teams on best practice and guidance on accessible content, such as the NHS Accessible Information standard and WCAG, across multiple channels.
- Help maintain quality standards, external accreditation and document accessibility standards – influence design to maximise accessibility.
- Develop and support alternative format user testing with reviewers with different accessible needs.
- Deputise for the Publishing and Editorial Manager, when necessary.
- Work collaboratively, sharing best practice and maximising quality with a range of teams across the Society, and externally. These include our service delivery, EDIB and creative teams, as well as outreach to advisory groups, organisations and individuals, especially those representing diverse groups.
- Line management responsibility for the Assistant Editor, including development and support for our focus on making our impact, feedback and involvement activities meaningful and inclusive for all people with lived experience of dementia.
- Use the Society's content management system (CMS) to convert and format content, and update and create links and pages.
- Meet and consult with people affected by dementia, including those from a diverse range of communities, by liaising with the reader panel, Dementia Voice groups and colleagues working directly with people affected by dementia to ensure that their voices are heard and represented in our information.
- Represent the Publishing and Digital, and Content teams and champion our work on accessibility.

## We are looking for someone who can...

- Adhere to all the Society's service standards, policies and procedures.
- Comply with the data protection regulations, ensuring that information on clients remains confidential.
- Be responsible for personal learning and development, to support the learning and development of others and the whole organisation.
- Work in a manner that facilitates inclusion, particularly of people with dementia.
- Implement the Society's health and safety policy and procedures, ensuring that all practices and procedures are undertaken in accordance with a healthy and safe working environment and that all staff and volunteers for whom you may be responsible are aware of their responsibilities in respect of their role, monitoring data and recommending action as required.
- Administrate and organise own work to ensure that it is accurate and meets quality targets, reasonable deadlines, and reporting requirements.
- Follow the Society's management information guidelines and requirements, including ensuring appropriate monthly measures on service usage levels are collected and submitted on the services database or other systems in accordance with deadlines.

## Person Specification and Selection Criteria

Skills & Knowledge	Application (A) or Interview (I)
Demonstrable experience in a content role including responsibility for user-centred and accessible content.	A/I
Experience of adapting technical information into clear, engaging and easily understandable content.	A/I
Experience of adapting content for audiences with specific accessibility needs.	A/I
Excellent writing, copyediting, editorial and proofreading skills working to brand and editorial house style guidelines.	A/I
Advanced knowledge of English grammar, spelling and punctuation, health and digital literacy, as well as the principles of plain English.	A/I
Experience of writing briefs and leading on projects involving content creators and creative teams, including storytellers, designers, interpreters, illustrators and photographers.	A/I
Excellent organisational and project management skills, including the ability to manage several projects simultaneously to tight deadlines.	A/I
Strong interpersonal and communication skills, including the ability to influence, negotiate and network confidently to build trust and partnerships, while managing expectations effectively.	A/I
Strong strategic and creative thinking skills.	A/I
Solutions-focused to oversee and manage processes, development and delivery of high-quality outcomes.	A/I
Experience of using data and analytics to gather evidence, measure effectiveness and inform decisions.	A/I
Positive and proactive ability to work without direct supervision and use initiative, managing a varied workload, priorities and competing demands to deliver projects on time and budget.	A/I
Ability to learn, use judgement, adapt quickly, and share expertise and skills to find solutions and build improvements and quality.	A/I
A genuine commitment to diversity and equality of opportunity and championing the diverse needs of all people affected by dementia.	A/I
Strong understanding of the barriers that prevent people from accessing information and receiving negative outcomes, including awareness of initiatives such as the social model of disability.	A/I

Ability to use industry-standard IT systems (Microsoft Office, email, internet) proficiently.	A/I
Experience of using a CMS, such as Drupal and understanding of what makes good online and mobile content, the importance of metadata and SEO.	A/I
Good working knowledge and experience of using Adobe Creative Cloud products, including InDesign and Acrobat Pro.	A/I
Experience using an accredited information production system, including version control management and processes for evidence checking, service user and expert review.	A/I
Line management experience	A/I
Understanding of the Data Protection Act and principles of privacy and consent	A/I
Understanding of dementia, and the wider health and care issues affecting older people and the health and social care system*.	A/I

<b>Competencies &amp; Personal Attributes</b>	<b>Application (A) or Interview (I)</b>
Be a team player, supporting colleagues when there are deadlines, and know when to ask for help themselves.	A/I
Be a self-starter and incredibly motivated.	A/I
Excellent organisational and timekeeping skills.	A/I
Excellent attention to detail.	A/I
Non-judgemental communication	A/I
Commitment to and understanding of equal opportunities	A/I
Understanding of the inclusion agenda and its relevance within a diverse society	A/I

Essential requirements are those, without which, the post holder would not be able to fulfil the responsibilities of the role. Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

# Our benefits



## Financial Security

- Group Personal Pension Plan with Scottish Widows – with up to 8% employer contribution rate
- Life Assurance Scheme – two times your annual salary
- Society Plus and Smart Spending App – giving you unbeatable savings at hundreds of retailers



## Health & Wellbeing

- Health Cash Plan
- 24/7 Employee Assistance Programme including online and face to face counselling
- Discounted gym membership with Society Plus
- Lived Experience Networks
- Mental health app and unlimited therapy



## Personal Development

- Apprenticeships
- Women in Leadership development programme
- Leadership development programme
- Financial support towards relevant professional qualifications



## Family & Dependants

- Enhanced family leave – 16 weeks paid for all parents
- Paid time off work for fertility treatments for both partners
- Paid carers leave
- Paid dependants leave
- Paid compassionate and bereavement leave
- Paid time off work to support those transitioning



## Recognition

- Annual people awards
- Long service awards
- Thank you eCards
- Values Hero and Society Legend Awards



## Work Life Balance

- Annual leave of 27 days increasing to 30, plus bank holidays
- Career breaks of up to 3 months
- Flexible working
- Wellbeing leave