

poetry london

Poetry London is one of the UK's best selling poetry magazines. Published three times a year in February, May and September, each issue contains new poetry, authoritative reviews and features. *Poetry London* holds an annual poetry competition and launches each issue with readings from distinguished poets published in the magazine.

Digital Editor

Responsible to the Poetry Editor (Ahren Warner) with day-to-day liaison with the General Manager

Part-time, Freelance £2,000 per each of the 3 issues of Poetry London

Job Description

Role

The person appointed to the role of Digital Editor will work closely with the Poetry Editor, Co-editor and Reviews Editor to maintain the magazine's website and to develop a new digital presence for the magazine via various forms of social and digital media.

They will have a good working knowledge of the contemporary poetry scene, experience of social media and digital marketing, as well as the ability to work flexibly and independently.

The role includes responsibility for maintaining and improving the current website, and working with the Poetry and Reviews Editors to develop a digital archive of the magazine, and making this available to subscribers.

The role will also include responsibility for general marketing, above all via social media and online methods, the sale of advertising space both within the magazine and online, promoting subscriptions and developing new and innovative digital marketing strategies.

We see our digital presence and its development as key to the magazine's continued growth, development and, indeed, existence. It should exist as an important link between our expanding programme of live events and the print magazine, as well as becoming an integral part of our offer to subscribers.

The role is part-time, but must allow for regular liaison with the Editors and General Manager. Whilst it is hoped that the person appointed to this post will continue to work for the magazine beyond the one-year probation period that will be stipulated in their contract, the Editors will review the post-holder's performance at this point.

Duties

Website

- Maintaining and updating the website on a regular basis.
- Researching and developing new ideas for the Poetry London website and for the wider digital presence of the magazine, including subscription-only content.
- Uploading each new issue of Poetry London, including cover image, table of contents, a selection of poems and reviews, with bios and photos of authors, and updating the colour scheme of the website to match that of the current issue.
- Liaising with the Production Editor and cover designer to obtain images, poems, reviews, bios and colour code.
- Developing the online provision for entries into the annual Poetry London Competition.
- Updating competition details and uploading the competition entry form once a year.

- Updating the Facebook page and MailChimp database.
- Generating regular content on Twitter.
- Taking overall responsibility for ensuring server and mailbox issues are resolved and liaising with the service provider when any problems arise.
- Using analytics services to measure and report on website and social media performance in a manner appropriate for internal and funder use.

Online Content

- Filming and editing videos at Poetry London events and uploading them to the website.
- Developing new ideas for website-only content.

Marketing:

- Researching and implementing new marketing strategies based on the move from traditional print-based marketing to social and digital media.
- Promoting engagement with and subscription to the magazine via social media.
- Distributing event details on Facebook, Twitter and other media as appropriate.
- Selling advertising space in each issue of the magazine (normally two to three pages), whilst liaising with the Editors in relation to the magazine layout.
- Preparing and sending newsletters to announce upcoming issues, the launch events, the competition and other necessary information using MailChimp.
- Monitoring bookshop sales through Central Books reports with a view to increasing existing orders.
- Researching, developing and expanding relationships with retail outlets.
- Increasing overseas sales and subscriptions.
- Responsibility for marketing arrangements for the annual poetry competition, setting up reciprocal deals with other poetry/literary organisations to use advertising and mail-out space in Poetry London's mailing, and liaising with the Administrator to ensure appropriate distribution and deadlines are met.

Listings

- Updating the Listings section of the website using the event calendar plugin on the website.
- Responding to email requests to list events, workshops, reading groups and writing course and adding these to the website manually.

Archive

- Working with the Editors to develop a digital archive of the magazine available via log-in to subscribers.

Management and Administration

- Contributing in partnership with the Editors, General Manager and Trustees to strategic planning for Poetry London, including fundraising and business planning;
- Working closely with the Editors in maintaining editorial standards of the magazine and continuing to develop its reputation for excellence;
- Attending regular editorial, planning and Board of Trustees meetings and undertaking management and administrative tasks as required;
- Taking minutes at all editorial and planning meetings.
- Taking lead role in subscription drive and retail sales;

HR

1. To contribute to the development of our Equal Opportunities and Diversity Action plan and commit to achieving its outcomes.

Person Specification

- Excellent administrative and organisational skills and the ability to work independently.
- Experience of working with Wordpress and Mailchimp.
- Familiarity with web design, image editing and e-magazine software and platforms, and Microsoft Office.
- Familiarity with Photoshop and basic video editing softwares is desirable.
- Good knowledge of the contemporary poetry scene
- Good knowledge of social media platforms and a flair for engaging with online communities.
- Creative approach to digital presentation of information and web space.
- Excellent written and verbal communication skills.
- Excellent team working skills and the ability to work collaboratively with a range of different partners and stakeholders, both internally and externally.
- Ability to work to a high degree of accuracy and literacy in preparing copy.
- Ability to meet tight deadlines and work on multiple projects simultaneously.
- Self-motivated with a desire to develop new skills/learn new software.

APPLICATIONS

Application is by CV along with a covering letter explaining why you are suitable for this position and two referees, which may be submitted by email to admin@poetrylondon.co.uk or posted to the following address:

Poetry London, The Albany, Douglas Way, Deptford, London SE8 4AG

The closing date for applications is 5pm on the 10th of April 2018.

All shortlisted applicants will be contacted on the 16th of April 2018.

We apologise that due to the anticipated volume of applicants we will not be able to contact you unless you have been shortlisted, so if you do not hear back from us please assume you have not been successful on this occasion.

Interviews will be held in London at the Poetry London offices in the week commencing the 23rd April.

Poetry London is an equal opportunities employer and welcomes applications from all sections of the community.

Please complete the equal opportunities form below and send it to us along with your application.

poetry london

Equal Opportunities Monitoring

Poetry London strives to achieve equal opportunities in employment, welcoming applications from people of any race, cultural, ethnic or national origin, gender, sexual orientation, or religious belief, disabled and non-disabled people. Recruitment and selection procedures are monitored to ensure that individuals are selected on merit and there is no unfair treatment.

To assist us in implementing and monitoring the policy, please answer the following questions. Your reply will be treated in confidence; this sheet will be removed before any assessment of your application takes place.

Job applied for:

A Gender male female prefer not to say

B Age (years) 45.....

C Ethnic Origin

I consider my ethnic origin to be:

White	British	<input type="checkbox"/>	
	Irish	<input type="checkbox"/>	
	Other	<input type="checkbox"/>	Please specify
Asian	Indian	<input type="checkbox"/>	
	Pakistani	<input type="checkbox"/>	
	Bangladeshi	<input type="checkbox"/>	
	East African	<input type="checkbox"/>	
	Chinese	<input type="checkbox"/>	
	Other	<input type="checkbox"/>	Please specify
Black	Caribbean	<input type="checkbox"/>	
	African	<input type="checkbox"/>	
	Other	<input type="checkbox"/>	Please specify

I belong to another group/groups Please specify

D Disability

Poetry London welcomes disabled people and is working to implement the Disability Discrimination Act. The Act defines disability as a physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day-to-day activities.

Do you consider yourself to be a deaf or disabled person? Yes No

E Monitoring of Recruitment Advertising

Please state where you saw the advert for this post or how you heard about the job.

Sent to my email.....

Please enclose this questionnaire with your application.

