



British Geriatrics Society  
Improving healthcare  
for older people

## **THE BRITISH GERIATRICS SOCIETY PUBLICATIONS AND WEBSITE EDITOR**

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## **1. Welcome from the Society's Chief Executive**

Thank you very much for your interest in the post of Publications and Website Editor with the British Geriatrics Society (BGS). This is a crucial appointment for the BGS; the successful candidate will be influential in ensuring the high quality of information to BGS members, who are all specialist healthcare professionals, and our external audiences, including other organisations working with older people, policymakers and media.

Our ageing society is a great success story. It comes with many positive dimensions which should be celebrated, but also major challenges. For the foreseeable future, health professionals caring for older people will see the complexity of their patients' health issues increase, with greater incidence of frailty, multiple diagnoses of chronic illnesses, physical dependency, and cognitive impairment. Achieving the right combinations of healthcare and social care, at the right time and in the right place, for our growing older population is one of the major public service issues of our time. The goal is to add life to years and not just years to life.

This is a very exciting time to be joining the BGS communications team. Over the last five years, we have undertaken a major review of the Society's member services and communications; increased our membership; expanded the staff team to increase our policy influence and the effectiveness of our communications; re-branded; launched a completely redeveloped website, and enhanced member services and member engagement. The incoming Publications and Website Editor will help us achieve further improvements in the coming years.

The role is focused on producing our bi-monthly BGS Newsletter in print and online, and being the overall Editor of our new website, which has just been launched ([www.bgs.org.uk](http://www.bgs.org.uk)). It requires a commitment to improving the healthcare of older people, first rate editorial planning and execution skills, full competence in using layout/publishing software and Drupal (or similar) content management system, and readiness to generate ideas of how we can achieve even better print and online publication outputs over time. The Editor will need to engage our members, and maintain a four-nations approach, ensuring that content is relevant to our members across the whole of the UK. Our new Editor will bring great energy to help us expand on our recent successes, helping the BGS to continue to thrive as a learned society of real impact and influence.

If you have the skills, experience and personal attributes we are looking for, we hope that you will apply for the role. The closing date is Sunday 14<sup>th</sup> October at midnight. Interviews for short listed candidates will be Monday 29<sup>th</sup> October in London. Please put that date in your diary now, as it will not be possible for us to arrange interviews on different dates.

We look forward very much to receiving your application!

With best wishes



Chief Executive

## 2. Job advertisement

**Join us in improving the healthcare of older people across the UK:**

### **PUBLICATIONS AND WEBSITE EDITOR**

**with**

### **THE BRITISH GERIATRICS SOCIETY**

Office based in Farringdon, London EC1

Remuneration package: c. £40,000 pa plus substantial pension contribution (11% of gross salary)

**Closing date for applications: Sunday 14 October 2018**

**Interviews for short listed applicants: Monday 29 October in Farringdon, Central London**

The British Geriatrics Society is the professional membership organisation for consultant geriatricians, GPs, nurses and other health professionals specialising in the healthcare of older people. We are a registered charity, and our charitable mission is to improve the healthcare of older people across the UK, adding life to years not just years to life.

This is a very exciting time to be joining the British Geriatrics Society (BGS). We recently celebrated our 70<sup>th</sup> anniversary, have completed a period of expansion of the staff team, undertaken a rebranding process, and launched our new website. We have enhanced our influence, and seen a huge increase in our social media impact. We have an expanding membership of health professionals involved in the healthcare of older people with frailty or other complex health needs. Our office is in Farringdon, a vibrant area in central London where we employ 11 staff.

#### **The role:**

- To be the editor of our bi-monthly members' publication, the *BGS Newsletter*
- To be the overall editor of our website.

#### **The person:**

- Committed to improving the healthcare of older people
- Substantial experience as print or online editor or journalist, with a background in English language news or health media, or a senior editorial position in a UK charity's Communications Department
- At least one year's experience of lead responsibility for getting publications published, including sole management of all of the following: planning content; commissioning content; editing, importing content to DTP software, design, typesetting, proofreading, print and dispatch
- Experienced and fully competent in using Adobe InDesign and graphics manipulation software
- Must enjoy working in a small team, and a very varied and busy workload.

Please visit <https://www.bgs.org.uk/bgs-vacancy-editor> to download the Candidates' Information Pack for the job description, person specification and how to apply.

No recruitment agency enquiries, please.

### 3. General background information

<b>Our vision</b>	A society where all older people receive high quality, patient-centred care when and where they need it
Our members	Health professionals from all disciplines engaged in the specialist healthcare of older people across the UK
<b>Our mission</b>	Promoting better health in old age
<b>Our six specific aims</b>	<ul style="list-style-type: none"> <li>• Inspire students and trainees to specialise in the care of older people, and to support their education, training, clinical effectiveness, and career development</li> <li>• Promote high standards of clinical quality through conferences, meetings, information, good practice guidance, and educational and training opportunities</li> <li>• Encourage the sharing of learning and best practice, both within and across relevant disciplines</li> <li>• Promote research into the healthcare of older people, facilitating access to research and opportunities to generate research</li> <li>• Act as the informed policy voice regarding educational curricula; clinical standards; research; effective commissioning practice and health policy regarding the treatment and care of older people across the UK</li> <li>• Raise awareness among healthcare professionals of the role of 'living well' in preventing disease in old age.</li> </ul>
<b>Our beliefs</b>	<ul style="list-style-type: none"> <li>• We believe in patient-centred care and the importance of listening to the voices of patients, their carers, and their advocacy organisations</li> <li>• We believe that people deserve high quality, timely and dignified healthcare whatever their age</li> <li>• We believe properly resourced and co-ordinated multidisciplinary teams are critical for the provision of excellent healthcare</li> <li>• We believe that healthcare will only improve by open sharing of best practice and ongoing investment in research into tailored solutions that meet the needs of older people</li> <li>• We believe in being evidence driven</li> <li>• We believe in being open, transparent and collaborative</li> <li>• We believe in remaining independent.</li> </ul>

The Society was founded in 1947. Since then, our pioneering founders and those who have followed in their footsteps have been at the forefront of transforming the quality of care available to older people with frailty and other complex needs. The Society is the main professional group for those practitioners engaged in the specialty healthcare of older people across the UK. Our membership now stands at over 3,500. It consists of specialist doctors - both trainees and consultants - in acute and community settings, nurses, GPs, medical educationalists, researchers and academics, medical students, and allied health professionals involved in the treatment and care of older people.

# British Geriatrics Society

Improving healthcare for older people

## SOME ACHIEVEMENTS 2014-2018



# BGS

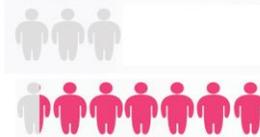
### MEMBERSHIP GROWTH

Membership up by 13%



### MEMBERSHIP DIVERSITY

Nurses, AHPs and GPs in membership up by 330%



### WEBSITE

1.5 million site visits from 250,000 unique users



### AGE & AGEING

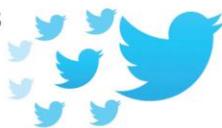
Impact factor up from 3.816 to 4.03



Online usage up

### TWITTER

Followers up by 451%



Social authority score up from 26 to 60



Age and Ageing Twitter following up

### EVENTS

8,819 attendances



87% AGREED

event's aims well met

92% DEVELOPED

their knowledge in relevant areas

90% FELT

attending would help them improve patient care

90% WOULD

recommend to peers

### BLOG

Monthly blog views up by 400%



### INFLUENCE

"It has been great to see the way in which the British Geriatrics Society has grown its influence and engagement in the public policy debate on the health and social care needs of older people. The unique expertise of BGS members - the clinicians who specialise in the healthcare of older people - means that BGS has an essential role to play in helping to shape the future of healthcare for our growing older population"  
Nigel Edwards, Chief Executive, Nuffield Trust

### SPECIAL INTEREST

4 new Special Interest Groups established

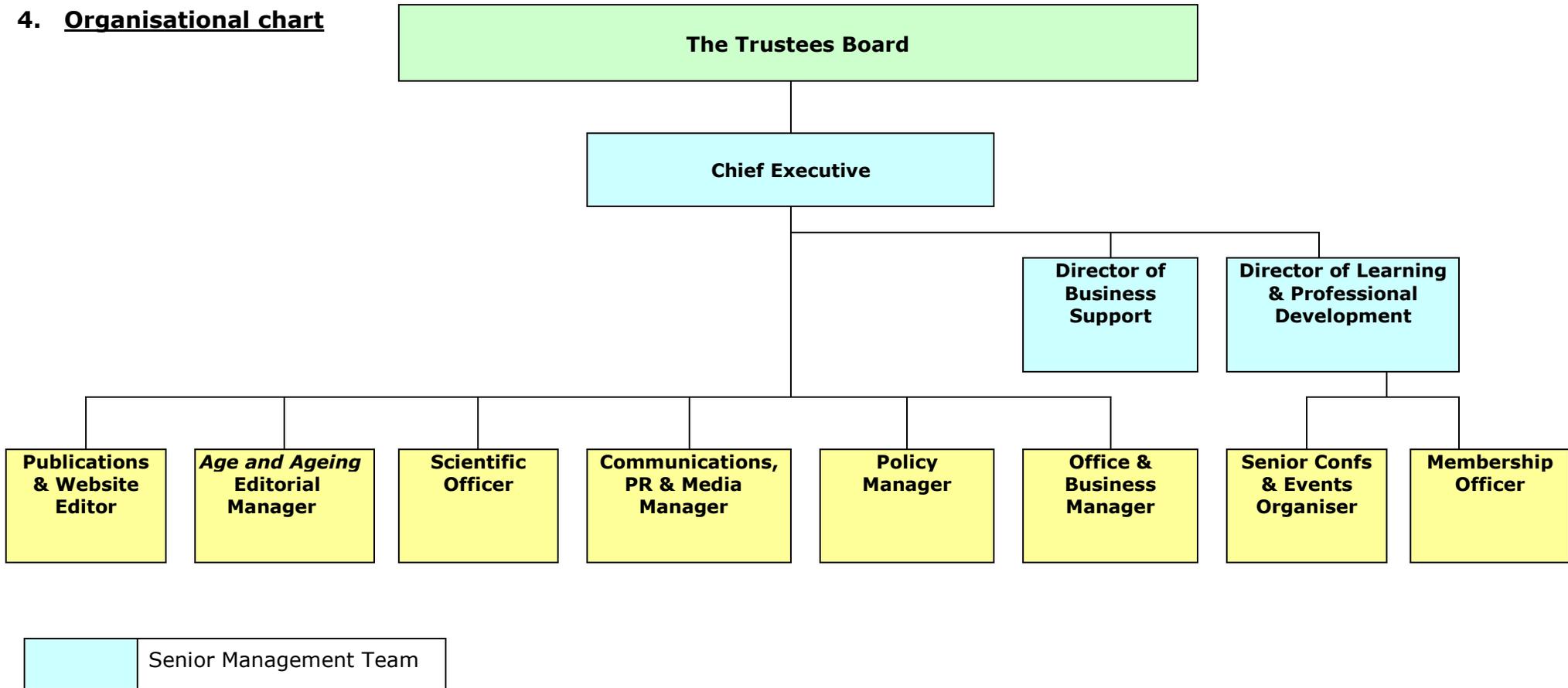


### NEW GUIDANCE



- Fit for Frailty
- Principles and Standards for effective healthcare of older people
- Integrated healthcare for older people with frailty
- Effective healthcare for Older People living in Care Homes
- Depression in Care Homes

4. Organisational chart



## **5. Job description:**

Reports to: The Chief Executive

Other key contacts: The Communications, PR and Media Manager

The Membership Officer

Other BGS staff

Honorary Digital Media Editor and Assistant Editors

Chairs of BGS's Special Interest Groups (SIGs)

Manta Ray Media (external website development, hosting and support)

Veda Consulting (external support for CRM database and interface with website)

BGS Newsletter external print and mailing providers.

### **Overall purpose of the role**

To ensure that BGS members, who are all specialist healthcare practitioners, and our external stakeholders have access to high quality information in print and online and, through contributing ideas, to enable BGS to achieve continuous improvement in its information outputs over time.

- To plan, commission content for, copy edit, lay out, and production manage the bi-monthly BGS Newsletter
- To be the overall Editor of the BGS website
- To collaborate with the Chief Executive and Communications, PR and Media Manager in planning and implementing ongoing improvements to the BGS Newsletter and website, and more generally in contributing to the strategic development of BGS's overall information outputs.

*The core responsibilities are set out below. Note that this post operates within a dynamic and developing environment and a flexible approach to work is essential.*

### **Core responsibilities (BGS Newsletter)**

1. Annual planning: To draw up and secure approval for an annual 'Content Commissioning and Production Schedule' for the six editions of the BGS Newsletter in the year ahead
2. To commission content for, copy edit, lay out, and production manage the six editions of BGS Newsletter each year; the Newsletter is published in print and simultaneously published on our website (a detailed description of BGS Newsletter tasks appears in the Appendix on page 9)
3. To develop and support a network of contacts within BGS's four national Councils (England, Scotland, Wales and Northern Ireland) and Special Interest Groups who may be called upon to provide copy for the Newsletter
4. To plan print and reprint quantities in consultation with relevant staff; oversee printing and dispatch
5. As necessary/desirable, to tender contracts for print and mailing house services in order to ensure cost effective supplier prices and suitability to BGS's requirements

6. To manage BGS's relationships with the print contractor to ensure that our requirements are met regarding quality and timeliness
7. To actively seek reader feedback on the BGS Newsletter, and to record, report and act on feedback received
8. Publish the soft copy edition (and selected items of content) promptly on the BGS website

#### **Core responsibilities (Website)**

9. Annual planning: In collaboration with the Chief Executive and Communications, PR and Media Manager, draw up an annual plan for improving website content (to fill high priority gaps) and to develop any new functionality needed in the year ahead.
10. To be the overall Editor of the BGS website (a detailed description of web editing tasks appears in the Appendix on page 10)
11. To actively solicit feedback on the website, and to record, report and act on feedback received; to act as the initial recipient for all feedback from website users not specifically addressed to other staff members; to respond to or refer on such communications as appropriate
12. To analyse website visitor behaviour on Google Analytics and produce reports on patterns, trends and responsiveness to new campaigns
13. To develop and support a network of contacts within BGS's four national Councils (England, Scotland, Wales and Northern Ireland) and Special Interest Groups who may be called upon to provide copy for and /or act as 'voluntary section editors' of sections of the website
14. To train, and oversee the work of, voluntary section editors, encouraging them to keep their respective sections dynamic and up to date
15. To take lead responsibility for ensuring that staff and other authorised officers are able to update the website/s as required
16. To support staff with respect to ad hoc exercises to obtain feedback or other evaluative data via the website

#### **Core responsibilities (Other)**

17. To support the Communications, PR and Media Manager in producing new and/or reprinted ad hoc publications (such as recruitment materials and policy reports)
18. To attend BGS's Policy and Communications Committee and others where required, to keep up to date with the activities of key committees and issues which should be covered in the BGS newsletter and on the website
19. To evaluate own training and support needs and make appropriate use of management supervision
20. To contribute ideas to the ongoing strategic development of BGS's communications outputs, and more generally to BGS's overall strategy development, chiefly through active participation in staff meetings and group meetings of communications and website staff.

## **Appendix to Job description: Detailed description of tasks**

### **Editing and production management of BGS Newsletter**

- Develop an annual plan to outline the main content of the six editions of the Newsletter in the year ahead, and commission articles well ahead of intended edition
- Commission and chase commissioned articles
- Liaise with the writers of submissions for the publication to clarify facts and details about a story/report or abstract
- Edit copy to achieve stylistic consistency, remove spelling mistakes and grammatical errors
- Re-write material so that it flows or reads better and adheres to the house style of the publication
- Ensure that a story fits a particular word count by cutting or expanding material as necessary
- Write headlines that capture the essence of the story
- Write stand-firsts or sells (brief introductions which sum up the story)
- Source pictures and photographs, either from writers or from libraries and archives of pictures
- Crop and process photos, deciding where to use them for best effect
- Write the captions for pictures
- Discuss concerns with editors/authors/staff
- Design publications using Adobe InDesign and a range of other software and graphic facilities
- Design advertisements for external publications according to the artwork specifications of that publication
- Write last minute news stories
- From time to time, ensure that printing prices are competitive by putting the print job out to tender
- Seek and implement money saving measures such as saving on colour printing and press streaming
- Liaise with organisations and individuals who wish to place adverts or inserts into the Newsletter
- Create data files for transfer to mail carriers, ensuring that appropriate divisions are created to account for different mailings
- Determine from time to time, what the market will bear in terms of "insert piggybacking" costs and write terms and conditions for insert services
- Draft for the Director of Business Support invoices to commercial companies for carrying inserts
- Where necessary, ghost the occasional editorial/article on behalf of a prospective author
- Manage the relationships with print and mailing house contractors
- Oversee printing and dispatch
- Publish the soft copy edition (and selected items of content) promptly on the BGS website.

## **Editing the website**

- Work with key members of staff and BGS members, authoring, co-authoring, proofreading and uploading new content for the website
- Tag content, and train other contributors in doing so
- Manage and train volunteer web editors, approving content and maintaining the integrity of the website (page layout, links, navigation structure)
- Provide support to BGS staff and users for all website queries
- Manage the web agency support budget, prioritising and managing the resolution of support queries
- Use Google Analytics to monitor and provide regular reports to ensure that key members of the BGS are appraised of the website usage (unique visitors, unique visits, downloads, favourite pages, behaviour in response to campaigns etc.). Use these results to inform content development and removing unused content
- Respond to requests from staff and BGS members for online surveys and polls; receive responses and where requested, analyse data
- Work with the web agency to maintain the security of the website and hosting environment
- Check that the BGS Events team has obtained authorisation for online publication of specific material (e.g. PowerPoint presentations delivered at the BGS's scientific meetings); and process them for anti-plagiaristic online publication
- Liaise with the website host (Manta Ray Media) to ensure the continued registration of the maintain domain name.

## 6. Person Specification

*Applicants are strongly advised to address each one of the 18 points below, in turn, in their application letters.* Please demonstrate how you meet each point using examples from your work or other relevant experience.

### **General:**

- Commitment to improving the healthcare of older people
- The right to live and work in the UK

### **Required experience:**

- Substantial experience as print or online editor or journalist, with a background in (English language) news or health media, or a senior editorial position in a UK charity's Communications Department
- At least one full year's experience of lead responsibility for getting publications published, including sole management of all of the following: planning content; commissioning content; editing, importing content to DTP software, design, typesetting, proofreading, print and dispatch
- Experience of editing a periodic print publication, such as journal, magazine or similar
- Experience of managing more than one project or publication simultaneously
- Experience of managing and motivating external contractors (such as print and design providers)
- Experience of and appetite for working in a small team
- Experience of working in a UK charity or other voluntary organisation *is desirable*
- Experience of working with a website content management systems (CMS) integrated with a customer relationship management system (CRM) *is desirable*

### **Required skills, abilities and knowledge:**

- Excellent writing skills in English
- Fully competent using Adobe Indesign, image manipulation software and desk top publishing software
- Fully competent using a CMS comparable to Drupal (e.g. Joomla, or similar)
- Fully competent using the MS Office suite
- Proven ability to plan the content of a publication well ahead
- Excellent interpersonal skills, including the ability to motivate pressurised staff and elected officers to produce quality copy to deadline
- Ability to work both independently and as part of a team
- Ability to prioritise work effectively and meet deadlines, and experience of doing so.

## 7. Salary and other main terms of employment

- Office based at BGS's office in Farringdon, Central London, with very occasional UK travel
- Hours Full-time, 36.25 hours pw
- Salary c. £40,000 per annum
- Pension contribution 11% of gross salary
- Holidays 29 days per year plus public holidays
- Travel season ticket Interest free loan available.

## 8. How to apply

Please apply by emailing us your **application letter** (max. 4 sides of A4) setting out how you meet the 18 points in the person specification (see page 11), along with your **tailored CV** (max. 3 sides A4).

Please use the email subject header: **Application – Editor**

Please note that CVs without the application letter will not be considered.

**Closing date for applications: Midnight on Sunday 14 October 2018.**

**Interviews for short listed candidates: Monday 29 October in central London.**

Applications must reach the Chief Executive ([ceo@bgs.org.uk](mailto:ceo@bgs.org.uk)) by email by the closing date and time.

We welcome applications from all sections of the community.

**Thanks again for your interest in joining the BGS!**