



## Roman Road LDN

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### Digital Editorial Assistant

Social Streets is looking for a Digital Editorial Assistant to support the Digital Director and produce and optimise content for community magazine [Roman Road LDN](#).

This is an opportunity to join a small but ambitious media company that is pioneering a model of community journalism to strengthen local community - using tech for good.

As this is a small team, you will gain experience in every aspect of journalism and social media and you will be given the opportunity to take on increasing responsibility very quickly.

#### **Make a difference!**

Social Streets is a not-for-profit news and media company with the charitable objective of strengthening small communities, especially in poorer economies.

This is an opportunity to use your skills to help have a positive impact on local community life. You will be helping to develop networks, celebrate local heritage and culture, promote local businesses and the local economy, raise awareness of the lived experience of people from minority groups, and create a sense of civic pride and belonging for the whole community.

You will also have the opportunity to be mentored by founder Tabitha Stapely. Stapely has extensive experience and networks in the world of magazine publishing, digital content strategy, social enterprise, and local authority. Stapely was previously Digital Director at Elle magazine; is an alumna of Cambridge Social Ventures; is an RSA Fellow, and has been invited to be a Fellow of Social Innovation at Cambridge University.

#### **Responsibilities and duties**

##### *Finding stories*

We work to tell stories and report on local news from hard-to-reach communities

- Visit a plethora of tiny community groups, many with people with English as a second language and most of whom have no online presence eg email is not an option and stories have to be found irl
- Build relationships with local charities, campaigners, pressure groups, social enterprise to report on their work
- Pound the pavements to visit local shops, businesses and community centres
- Speak to strangers on the street to gather public opinion and get the view from the everyday person
- Immerse yourself in social media – we also find a lot of stories on Instagram, Facebook, Twitter and Next Door

#### *Creating content*

- Interview people, from the local shop owners and 'local celebrities', to marginalised people who are sharing personal and sometimes difficult experiences such as mental health, injustice or discrimination
- Write articles in a range of styles, from factual news to human interest stories and light listicles
- Edit work from our contributors
- Manage and build our content calendar ensuring we meet our content strategy and create timely content
- Source and manage our reader competitions
- Produce our weekly newsletter using Mailchimp

#### *Social media management*

- Optimise and share our content across social media networks including Facebook, Twitter and Instagram
- Manage our online communities, starting conversations, responding to comments and moderating the Facebook groups we manage
- Create unique photographic content for social media platform
- Come up with ideas for and help manage our social media collaborations with other titles/brands/bloggers to extend reach
- Develop our video and audio content

#### *Optimising content*

- Oversee production and quality control of the website, applying best practice on page SEO
- Build a network of reciprocated links
- Help repurpose and refresh evergreen and cornerstone content
- Use analytical tools to track performance of web content, newsletters and social channels and work with the editor to make improvements and inform strategy
- Analyse our data to create monthly performance reports for every platform (website and social media platforms)

## Skills required

- A passion for local community! - you will be able to see the extraordinary in the ordinary (think The One Show) and have the drive to seek out stories from hard-to-reach groups
- A people person - you will need to be a people person, able to strike up conversations with strangers and build trust and empathy with people from diverse backgrounds
- A head for data – you will also need to be comfortable dealing with data, optimising content, understanding hashtags, cross-linking, alt tags for images, writing meta data and building powerful URLs
- An eye for visuals – we creating inspiring images that illicit pride and empathy. You'll be able to suitably moving images for social platforms such as Instagram.
- Write engaging copy at speed and under pressure - you'll be able to respond in a timely way to happenings and opportunities
- Be agile, experimental, innovative and responsive - we are helping develop a new model of sustainable community journalism that no wonder else has done. You will need to keep abreast of what others are doing and be willing to try new things

## System knowledge

- Wordpress
- Google Drive
- Google Analytics
- Tweet Deck / Hootsuite
- Buffer
- Photography for Instagram
- Photoshop
- Mailchimp

## Experience, salary and working arrangements

**Location:** you will be based at our small office above Abbots Flooring on Roman Road in Bow, East London.

**Hours:** Full time but we have a short working week of Tuesday to Friday. Hours 9am to 5.30pm, per day, Tuesday to Friday. The worker will be expected to attend occasional evening and weekend events for editorial purposes.

**Contract:** Initially a freelance contract of six months. At the six month review, joining the PAYE scheme can be discussed.

**Annual office closure:** The office closes for four weeks in August and for the days between Christmas and New Year, continental style. Another week of leave can be taken at the time of the worker's choice. This ensures our freelance workers benefit from regular breaks.

**Salary:** Starting from £20,000 PRO RATA for recent graduates, increasing with experience. This works out at £77 per day or more depending on experience.

**Experience:** The ideal candidate will have one to three years of experience as an intern/assistant in one or more of Journalism, Digital Marketing or Social Media. If you have little or no experience, please enquire about our three-month internship programme instead.

### **Application process**

Email [tabitha@socialstreets.co](mailto:tabitha@socialstreets.co) **before 9pm on Friday 8th January 2021** with:

- Your CV of course!
- Links to any professional Twitter/Instagram accounts and/or your LinkedIn page.
- A covering letter explaining why community journalism matters in our society along with any experience in community outreach

Round 1 – 15-20 minute video call interview. Opportunity to speak to a previous employee.

Round 2 – Preparation work and meeting irl.

Round 3 – Final interview for last three candidates