

## **Job Description – RoadwayLive News App Editor**

**Reports to:** Head of News & Media  
**Based:** Home Based  
**Hours:** Monday to Friday inclusive, from 8.30am – 4.30pm (totalling 35 hours per week)

### **About Us**

The road transport industry is a dynamic, business critical sector upon which the UK economy depends. The Road Haulage Association (RHA) is the only UK trade association dedicated solely to the needs of UK road transport operators. It is the voice of the road haulage profession, a champion of its interests and a respected partner to the broader logistics community. We represent approximately 7,000 member companies.

### **Who are we looking for?**

We're looking for an editor to run our 'RoadwayLive' news app.

We want someone dynamic to build on the app's profile and take it to the next level. We're attracting more than 15k unique users each month and want to grow our reach even further.

The app features a wide range of transport-sector-related stories, including: industry reaction to news, key policy announcements, campaigns, editorials, and other content which affect our members and beyond.

We want someone write and edit high-quality content for the app, and work closely with our social media manager on ensuring optimum engagement across our channels.

You'll lead on a programme to migrate the app into our website and expand its functionality to incorporate other parts of the business.

- You'll have a definitive vision on growing the app's profile and influence
- You'll have experience in developing channel and campaign strategies
- You'll have first-class communication skills and a strong track record in PR or journalism
- You'll have excellent writing and editing abilities – able to work accurately at speed, and provide versioned content for different audiences
- You'll have a track record of producing widely shared content and great instinct for potential viral content
- You'll have experience of managing digital communities and the ability to communicate with a number of audiences
- We're looking for someone with strong visual skills – video and stills – and the ability to edit that content
- The role also involves assisting the Head of News & Media with raising our profile in the media with broadcasters, newspapers and specialist press
- You'll be able to quickly get your head ahead around road transport industry issues and brief journalists with authority on RHA policy and industry priorities
- You'll be a first-class team player with a sense of humour in our dynamic virtual media office

**Key responsibilities and duties:**

- Generate and commission content
- Increase our profile and engagement on our channels
- Produce and edit high-quality content
- Analyse content and platform performance – and report to stakeholders
- Write press releases and brief journalists
- Represent the department in external and internal meetings and projects
- Report from trade shows and industry events
- Be flexible and available to cover some evening and weekend on-call duty

**Key skills:**

- The ability to work under pressure to tight deadlines and rapidly shift editorial priorities.
- Follow current events in the trade and developing stories
- Be able to develop sources
- Familiarity with online production skills, e.g. HTML as well as video production and audio editing as well as Photoshop or similar photographic production tools.
- Good communication skills, both written and oral
- Strong copy subbing and proofreading skills
- Eye for detail and creativity with visual journalism
- Must be able to work well alone or in a team

**General Responsibilities:**

All employees of the RHA have the following responsibilities:

**Health and Safety**

- To take responsibility for your own health, safety and welfare, being conversant and ensuring compliance with the organisation's policies and procedures

**Training and Development**

- To undertake all reasonable training, learning and development activity designed to support you in your role

**Diversity and Equality**

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment

**Quality Policy**

- To be responsible for the activities required to support the organisation's Quality Policy

**Data Protection Policy**

- To be responsible for the activities required to support the organisation's Data Protection Policy.