



Job Description: **Part-time EAPC Blog Editor**

Accountable to: Chief Executive Officer

Reporting to: Chief Executive Officer

Role and Function:

Background:

Recognised by the Council of Europe, the European Association for Palliative Care (EAPC) provides a forum for all of those either working, or with an interest, in palliative care throughout Europe and beyond. Currently the EAPC represents [53 member associations](#) from 30 European countries and three from Australia. The EAPC also has individual members from 42 countries globally. Members are engaged in palliative care across the lifespan from a range of perspectives: specialist and generalist clinical practice, education, professional groups, policy and research. The EAPC is respectful of the cultural and political diversity of our members and aims to speak with ‘one voice and one vision’ on matters that are important in palliative care. The EAPC lobbies and advocates for the development of palliative care through its activities and through its work in developing the practice of palliative care.

In 2012, the EAPC launched a [blog](#) as part of an emerging social media initiative to increase awareness of palliative care among health and social care professionals and academics, disseminate the outputs of EAPC groups and collaborative projects, foster a sense of community among members and supporters, and stimulate interest in EAPC annual congresses. Today, our social media presence reaches more than 24,000 people across six continents.

The blog is now internationally recognised for its diverse and topical content on palliative care – from latest thinking in research and practice development to personal stories and perspectives – in a format that is short, engaging and quick to digest for busy practitioners and academics alike. Contributors value the supportive editing and reviewing process, rapid publication and wide dissemination.

The role: Building on the strong foundations of the EAPC blog, the post holder will develop and enhance the EAPC’s reputation for publishing and disseminating high-quality, topical content to promote greater understanding of palliative care for the benefit of members and anyone with an interest in palliative care.

The post holder will be a key member of the EAPC team. Reporting to the CEO, the post-holder will work closely with the volunteer members of the [EAPC social media team](#)/editorial board in publishing content on the EAPC blog in the form of short, twice-weekly posts on topical issues in palliative care. Content is aimed at health and social care practitioners, researchers, academics and advocacy consultants with an interest in palliative and end-of-life care. The close links with our member associations, the activities of the 29 [EAPC Task Forces and Reference Groups](#), and several partnerships with high-profile, European Union-funded projects, enable us to commission diverse and important



content, but equally our established reputation ensures a regular flow of requests to submit content to the blog.

The blog has a global readership, with viewing statistics in 2020 showing that it reached almost 200 countries of the world (including 22 overseas protectorates). Currently, 1,746 people subscribe to the blog but it is expected that as a new communications strategy is developed and implemented this will enable us to expand the reach of the blog.

Key responsibilities:

- As editor, manage blog submissions from idea to publication
- Liaise with the EAPC social media team for review process

Additional responsibilities:

- Provide support to the Chief Executive Officer of the EAPC
- Liaise and engage with key external stakeholders
- Attend weekly Zoom team meetings when possible
- Provide brief content to EAPC newsletter
- Be available to attend EAPC congresses, seminars, workshops and webinars.

Operational Role:

- Commission new posts following agreement with editorial group maintaining close liaison between contributors and editorial group.
- Commission (in liaison with journal editor-in chief) blog posts relating to official EAPC journals, *Palliative Medicine* (Editor's Choice: ten per year) (and *Journal of Palliative Medicine* as required).
- Review all contributed posts before submitting for official review to editorial group including: copy editing to correct any errors and inconsistencies in the text including spelling and punctuation, structure of content, style, facts and figures; ensure consistency and conformity with house style throughout; create headlines and captions where necessary.
- Keep authors informed of reviewing and publication process throughout, providing feedback from editorial group if further revisions to content are needed.
- Obtain contributor's acceptance of suggested changes and submit to reviewers.
- Prepare visuals for publication and source further images if necessary.
- Arrange translation into another European language and back translation, if required, in consultation with author(s) and editorial board/social media team.
- Thank author(s) once the post is published and provide deep link.
- Manage the publishing schedule for the blog ensuring a balance of individual posts and regular series (the latter requiring liaison with series editor if an EAPC group is involved).
- Prepare guidance and policy documentation for use by social media team/editorial board and authors and ensure regular updating.
- Liaise with scientific committees/organisers of EAPC congresses to ensure relevant content and media coverage before, during and after each congress.
- Contribute as required to any blog posts authored by other members of EAPC team.



- Monitor any comments on the blog and respond where necessary, liaising with author or editorial board as appropriate.
- Liaise with Communications Officer to ensure effective social media for each post and that any blog series or a 'scoop' post are promoted ahead of publication on the blog.

Data & metrics

- Monitor analytics/metrics for reports
- Produce viewing statistics as required by CEO/President and individual authors.
- Monitor viewing statistics for Top Ten posts for each half year, creating a final blog post to reflect the winners and content.

To perform such other duties, appropriate to the post as may be assigned from time to time by the EAPC CEO

Factors	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Excellent communication skills and command of English • Knowledge or experience in copy editing • Tact and diplomacy in dealing sensitively with authors whose work may require revision or rejection. • Meticulous planning and attention to detail. 	<ul style="list-style-type: none"> • Experience in palliative care • Understanding of Search Engine Optimisation (SEO) principles for creating blog posts and website copy
Qualifications	Educated to degree level	<ul style="list-style-type: none"> • Digital Marketing course
Core competencies	<ul style="list-style-type: none"> • Excellent interpersonal and communication skills • Able to speak, read, and write fluently in English • Team player • Adaptable and flexible work approach • Strong IT skills including: Microsoft 365, web content building using a content management system & related systems. • Proven record of delivery and innovation • Ability to evaluate information and judge situations • Excellent organisational skills • Be innovative and creative 	



Conditions of appointment:

Work base: It is expected that the post holder will work remotely.

Salary scale: Depending on experience

Holidays: Depending on contracted hours

Health: A candidate for, and any person holding office, must be free from any medical condition that would render him/her unsuitable to hold the office and be in a state of health as would indicate a reasonable prospect of ability to attend regular and efficient service

Contractual hours:

Part-time and flexible. On average 8 hours per week.

Given the nature of the post details of starting and finishing times may vary in accordance with the needs of the EAPC. There will be times when you will be required to work outside of normal office hours.

Probation: The person shall be on probation for a period of six months or a longer period may be determined

Resignation: The post holder must give one month's notice in writing, of intention to resign from the post

Expenses: All expenses incurred related to travel and other work-related expenses will be reimbursed on a vouched basis as determined by the policies of the EAPC.

All other terms and conditions will be in line with the policies of the EAPC