



SOCIETY OF ANTIQUARIES OF LONDON

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SALON

Editor Brief (September 2020)

About the e-newsletter:

SALON (Society of Antiquaries Online Newsletter) is the Society's e-newsletter, which is delivered fortnightly for most of the year and archived on the Society's website. The key audience is the Fellowship, but anyone can subscribe and many non-Fellows read and engage with the publication.

Content is guided by the principal objectives of the Society (Fellowship, Conservation, Research and Dissemination). The newsletter began in October 2001 as a way of communicating and engaging with Fellows unable to regularly attend Ordinary Meetings of Fellows on Thursday evenings, to tell them about the work of the Society and the work of other Fellows of the Society. Public policy as it pertains to heritage and material culture has always been a major theme within the newsletter, and commenting and contributing to debate rather than simply reporting is a key function of SALON, hence its name being both an acronym for the Society itself, and evoking the intellectual Salons of the 19th century.

Back issues of the e-newsletter can be found at www.sal.org.uk/SALON

Terms:

- Independent Contractor
- Fixed term (12 mo.), available for renewal annually
- Reports to Communications Manager

Brief:

The Editor is responsible for the content, preparation, and distribution of the e-newsletter:

- Content (text and images): including compiling/sourcing content, editing, writing
- Preparation: Organising and laying out the content using the Society's MailChimp account, e-newsletter template, and growing list of subscribers; sending the draft to be reviewed by the Communications Manager (or other designated staff member or officer)
- Distribution: Scheduling or sending the newsletter on time to the correct list of subscribers, correctly archiving the e-newsletter for the website, and managing feedback and replies.

Detailed Responsibilities:

- The Newsletter Editor will report on:
 - News of Fellows, including, but not limited to:
 - Recent book publications
 - Recent achievements, awards or honours
 - Interesting projects
 - Forthcoming events
 - Current heritage/material culture public policies:
 - Updating readers about current or recent debates
 - Providing the Society's official response to or view on specific debates (when explicitly asked to do so)

- The Newsletter Editor will be responsible for (in no particular order):
 - Managing the SALONEditor@sal.org.uk email account
 - Setting appropriate deadlines
 - Working with the Communications Manager to set up an annual content calendar to ensure reporting on recurring annual events/programmes
 - Sourcing outside content from Fellows or from the heritage sector
 - Making editorial decisions regarding which News of Fellows or which heritage stories to highlight
 - Publishing Feedback (where appropriate) or encouraging readers to continue conversations on appropriate forums (eg, website forum for Fellows, Facebook, Twitter, etc.)
 - Correcting editorial errors promptly and responsibly
 - Organising the structure and layout of the newsletter
 - Providing a draft/test of the newsletter to the Communications Manager for approval
 - Scheduling/Sending the newsletter
 - Archiving the newsletter
 - Forwarding on to the Communications Manager information, feedback, questions or requests from readers regarding the Society or its programmes and operations not pertaining to the e-newsletter (and helping readers understand whom to contact at the Society)
 - Reporting to Communications Manager

Please see the 'Tender_Instructions_SALON' document in the application pack for details about submitting a bid.

