

MoneySavingExpert.com

PART 1: ROLE DESCRIPTION	
ROLE TITLE: SeniorWriter - Insurance, MoneySavingExpert.com	
REPORTING TO:Head of Editorial	DIRECT REPORTS: 1
DEPT/SECTION:Insurance Team	TEAM SIZE TOTAL: 2
OVERALL PURPOSE OF ROLE: MoneySavingExpert.com is the UK's biggest consumer website with over 13 million users a month. The site's dedicated to cutting your bills and fighting your corner with journalistic research, cutting-edge tools and a massive community –all focused on finding deals, saving cash and campaigning for financial justice. This is an exciting new role responsible for our General, Life and Protection Insurance guides and tools. Its key is ensuring perfect accuracy, while driving improvements and overseeing the creation of new compelling content, in order to help our users save more money and drive increased traffic.	
MAIN ACTIVITIES/TASKS: • Research and write new MoneySavingExpert.com content in the insurance space. • Run a newly-created Insurance team, responsible for updating and improving MoneySavingExpert.com guides including Car Insurance, Home Insurance and Travel Insurance content, ensuring they save our users as much money as possible, and remain FCA-compliant • Take ownership of key existing MSE insurance guides – such as Car, Home and Travel - working on strategies for their structure and methodology, incorporating changes in both products and the wider market. • Direct the efforts of our Insurance Analyst to ensure existing content is 100% accurate, up to date and giving users the best guidance to help them save money. This includes managing priorities and allocating workload. • Generate ideas, then create and plan insurance contentto feature in the MoneySavingExpert.com weekly email to over 8 million subscribers. • Work with the SEO team members to ensure content is fully optimized.	

ACCOUNTABILITY/RESPONSIBILITY:

The successful candidate will be responsible for:

- Managing the workload of the insurance team to ensure key insurance content is 100% accurate and regularly updated
- Driving the insurance team to provide exciting, high quality content for the weekly MSE email
- Creating the editorial content of new guides and tools in the insurance space
- Ensuring all insurance content is search engine optimized.

PRIME ROLE LOCATION:

MoneySavingExpert.com Ltd, LG4 Shepherds Building, Charecroft Way, London W14 0EH

PART 2: ROLE REQUIREMENTS

REQUIRED KNOWLEDGE & SKILLS:

The ideal candidate will:

- Have at least 5 years' experience writing about insurance products and the market in general
- Put strategic thinking at the heart of how they construct content, with the aim of providing the best content to the user in the clearest, most accessible way possible
- Demonstrate high levels of organisational skills, and have experience of running a team to hit tight publication deadlines
- Display an attitude of zero tolerance towards factual inaccuracy
- Be able to call upon a strong network of contacts in insurance industry, and have their finger on the pulse of developments in the market, such as new products or business models that could affect consumers
- Have great communication skills – we are a relatively small company, so there is a requirement to work quickly and effectively with a wide variety of people at all levels of seniority
- Understand regulations related to FCA-authorised firms when writing about insurance

SUCCESS MEASURES:

- Decreased bounce rate on key insurance guides
- Regular production of high quality new content for the MSE insurance section
- Increased regularity of updates for key insurance guides
- 100% accuracy of all insurance content

ORGANISATION CHART:

The role will report into Head of Editorial

AUTHORISATION:

Prepared by: Dan Plant, Head of Editorial

Authorised by: Julie Fisher, Operations Director

Date of Authorisation: 8 May 13

