



Editorial content Working Group

No of new member volunteers	5+
Timeframe	Ongoing, year round
Commitment	40 hours
Reports to:	None. Supported by the Staff office

CFA UK's online contents and publication Professional Investor (PI), and its predecessor Financial Analyst has been an integral part of the member benefit proposition for over 50 years. Content is developed by an editorial team comprised of a professional editor, CFA UK volunteers and staffed office members. As PI is moving into a continuous online publishing cycle, this working group looks at ways to improve CFA UK's brand / membership value and thought leadership through strong content strategy.

Purpose and Activities

- Assess the topics that would be of most interest to the membership
- Bring forward new ideas to generate new themes for content
- Identify the innovative methods to engage with membership and readers
- Review 2+ articles per month and provide feedback to the author and editor
- Support the journalism and Brandes awards by performing as judges

Who are we looking for?

- Creative members who have a keen interest in content development
- Enjoy creating and brainstorming relevant content
- Available for around six calls throughout the membership year plus ad-hoc meetings
- Able to work with a group to shape ideas and build consensus
- Understand what would interest the membership and readers
- Interest in interacting passionately in an online environment (basecamp)

How the CFA UK will help:

CFA UK will work with a professional editor and help facilitating bi-monthly calls to gather intelligence and determine the quarterly content themes that would be publish on the website. All logistical aspects, such as publishing articles and tracking performance would also covered by CFA UK.

What will you gain from volunteering in this role?

- Have the opportunity to sit on an eminent editorial board
- Have a forum for discussions and insight beyond your day job
- Opportunity to meet and network with other like-minded investment professionals
- Be recognised for your contributions and have the opportunity to attend a recognition event exclusive to the volunteer community

If you are interested in applying for this opportunity, please download the Volunteer Application form and return it along with a copy of your CV to volunteer@cfauk.org

Deadline: 30th June 2018