

# **Landscape Research journal**

## **Social Media Editor**



The Editorial Team for [Landscape Research](https://landscaperesearch.org/), published by Taylor and Francis and owned by the Landscape Research Group<sup>1</sup>, is seeking to appoint a new **Social Media Editor** for a period of 3 years (renewable). The Social Media Editor will support the Team's social media and communications strategy, which sits alongside the broader ambitions of the Landscape Research Group (henceforth LRG).

As with other roles associated with the journal's Editorial Team, this role has no fixed hours or working pattern. Rather, the post is intended to sit alongside other positions (academic or otherwise), with the aim of supporting career development and building networks as an active member of our Team (both the journal and wider LRG). The role carries a small honorarium (£2,000 annually).

The Social Media Editor will work closely with the journal's Editor-in-Chief, Professor Emma Waterton, and the LRG's Membership and Communications Manager, Sarah Hobbs. An ideal candidate would have a broad understanding of current research in at least some of the areas brought together under the umbrella of "landscape studies" (i.e. physical/human geography, archaeology, forest science, landscape architecture, landscape planning, environmental conservation, ecology, etc.). They will also be enthusiastic about promoting the journal to international research communities, practitioners and students as well as policymakers prominent within the field.

### **Role and Responsibilities**

This role is new to the Team and so there is scope for the individual appointed to shape and develop it in concert with the Editor-in-Chief and LRG's Membership and Communications Manager. The role will primarily develop and operate existing (Facebook and Twitter) and new social media accounts on behalf of the journal, and work on strategies aimed at driving traffic to journal content and engaging with readers and/or followers of the journal.

Tasks may include the following:

- Work with the LRG's Membership and Communications Manager to highlight particular articles, special issues and authors on the LRG's forthcoming online resource, Landscape Exchange (LEX) and associated publication, LEXmag;
- Liaise with journal authors about the promotion of their paper;
- Work with relevant industries to increase their awareness of the journal;
- Work with Taylor and Francis to identify relevant dates, events and anniversaries that could benefit from promotion via marketing campaigns or through links on social media sites;
- Liaise with the Editorial Team and LRG, as necessary, to source content and news that should be shared with a wider audience via the journal's social media channels;
- Encourage the submission of articles to the journal from researchers at a range of career stages;
- Suggest potential topics for special issues based on online communications and current news/events;
- Champion the Journal.

Appointing a new Social Media Editor will provide the journal with an opportunity to better reflect the international community of landscape researchers. Applications are therefore encouraged from scholars based beyond the UK/European nexus that has shaped the journal to date and are also encouraged from

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<sup>1</sup> See <https://landscaperesearch.org/>



scholars who have not necessarily published in the journal or have extensive editorial experience, but are passionate about research and engagement in landscape research.

If you are interested in the position, please apply by sending a CV and a statement no longer than one page in length outlining how you would address the role and responsibilities, **by Friday 28 August 2020 (Australian time)**. Please send your application to the following address: [e.waterton@westernsydney.edu.au](mailto:e.waterton@westernsydney.edu.au).