



## **JOB DESCRIPTION SOCIAL MEDIA ASSISTANT FIXED-TERM APPOINTMENT**

### **Job details**

<b>Location:</b>	Home-based
<b>Reporting to:</b>	Operations & Engagement Director
<b>Hours:</b>	30-35 hrs per week
<b>Salary:</b>	£19,812 - £23,114 per annum (based on hours)
<b>Contract term:</b>	Six months (fixed-term appointment)

### **Job purpose**

This role will provide temporary professional assistance to the AFF Communications Team and leads on delivery of AFF's social media output on all major social media platforms, ensuring that all content across AFF's platforms is in line with AFF's aims and objectives, and accurately reflects AFF's work and values.

This is a home-based role with the opportunity to work flexibly. Hours must be worked Monday - Friday during normal office hours.

### **Job responsibilities**

- Monitoring AFF's social media platforms, providing relevant and timely responses (consulting with colleagues as required) and providing appropriate content in line with AFF's aims and objectives.
- Identifying trends and issues on social media and referring to relevant colleagues for further action.
- Working with AFF Virtual Assistants to ensure that content and engagement is appropriate and effective, and in line with AFF's social media strategy.
- Keeping abreast of technical developments and best practice in social media platforms, and ensuring that AFF is able to exploit these, as far as possible.

- Engage in social media presence creation on new and emerging platforms.
- Assist in brand building and promoting AFF through social media channels.
- Providing support to the wider Communications Team as required, including updating the AFF website.

## Administration

- Completing personal administration on a weekly basis, to enable submission of monthly returns to a deadline; this will include an activity report, timesheet and expenses claim form
- Entering enquiries on AFF's database and contacts onto the AFF CRM system
- Use of any other AFF applications as required.

## General

- Attending and participating in AFF meetings and training events
- Working with AFF Communications specialists to submit contributions for Army&You, and other AFF media channels, as requested, to include both writing and images. Your personal image and work contact details will be used in this.
- Any other duties appropriate to the post, as required by the needs of the organisation from time to time

## Knowledge, skills and experience needed for the job

- All applicants must be eligible to work in the UK.

ESSENTIAL
Relevant training or a qualification in social media marketing together with recent experience of using major social media platforms to promote business aims and branding
Understanding and current knowledge of Army life and its impact on families
A keen interest in the welfare and quality of life for Army families
Enthusiasm to achieve results
An understanding of the impact of military and Government policies on Army families
Clarity of expression, both written and verbal
Ability to work on own initiative and outside of a formal office environment
A sound knowledge of, and willingness to continually learn about, best practice in delivering effective social media engagement
Effective team player
Understanding of principles of client confidentiality
Sound working knowledge and experience of using Microsoft Office, in particular Word, Excel, Outlook and PowerPoint
DESIRABLE
An understanding of the impact of military and Government policies on Army families
Experience of providing information and/or guidance
Experience of working from home

## Self-development, team-working and conduct

All staff members should:

- Undertake appropriate personal development and maintain and develop skills and knowledge as determined by the Performance Review process and in contact with your line manager (subject to the availability of resources).
- Monitor and maintain a safe working environment and working practices, at all times, and report any health and safety issues or risks to the AFF H&S point of contact.
- Work as a positive team member, in accordance with AFF's Equal Opportunities and Dignity at Work policy and procedures.
- Behave in a professional manner at all times, reflecting and maintaining AFF's Core Values, and generating a positive image of AFF to all stakeholders.
- Adhere to all AFF policies and procedures to ensure these are maintained at all times.

## What we do for you

<b>When do I work?</b>	Generally during normal working hours, Monday-Friday. However, you will be required to work reasonable additional hours in order to fulfil the requirements of your role, including travel and overnight stays.
<b>Does AFF pay overtime?</b>	We don't pay overtime, but we do operate a Time Off in Lieu (TOIL) policy.
<b>How much holiday do I get?</b>	Work life balance is important and we give all staff 30 days' holiday a year (pro-rata if you work part time or on a fixed-term contract), plus 8 recognised public and bank holidays. PLUS, staff can take the day off on their birthday as an additional day's paid leave.
<b>How will AFF review my salary?</b>	A pay committee, made up of Trustees and the Chief Exec (with contributions from senior managers), reviews pay annually.
<b>Will AFF help me save for the future?</b>	AFF has a workplace pension scheme with NEST, and contributions are based on statutory auto-enrolment rates.
<b>How will AFF help with my development?</b>	Your induction will include time with your line manager.  We offer internal training (1-2 times per year) and you will receive an annual Performance Review with your line manager.
<b>Employee Assistance Programme (EAP)</b>	The EAP provides confidential and independent advice and support on many of life's challenges including mental, physical and emotional health issues and financial difficulties.

## Job context and other relevant information

- References will be taken up on appointment.
- The successful applicant must be prepared to travel within the UK to meetings as required and to attend staff training events, usually held in the Hampshire area, some of which may require overnight stays.
- There will be a two-month probationary period and you will be required to sign an agreement that you will abide by the AFF Data Protection & Confidentiality Policy as part of your contractual obligations.
- We rely on home-based staff to supply electricity and use of broadband for purposes of working effectively from home. You may be able to claim working from home tax relief from HMRC in support of these small costs incurred. Full details are available on the gov.uk website.
- AFF supplies a laptop and mobile phone with this position. All equipment provided is for work purposes only and must be used in line with the IT acceptable use policy. All home-based staff are expected to provide a suitable home working environment in which to use this equipment effectively and assessment of suitability may need to be carried out before an appointment is made.
- Expenses incurred in the course of fulfilling the duties of the post will be paid according to AFF's Expenses Policy in force at the time.
- Staff who are expected to drive on AFF business (see essential criteria above) should have access to a suitable vehicle, insured for business use, during working hours, and to adhere to the AFF Driving at Work Policy.

Army Families Federation is a charitable incorporated organisation registered in England and Wales with registered charity number 1176393 and a charity registered in Scotland with registered charity number SC048282 having its principal office at IDL 414, Floor 1, Zone 6, Ramillies Building, Marlborough Lines, Monxton Road, Andover SP11 8HJ