

Job details

Location:	Hybrid, with a minimum of one day a week in the AFF office in Andover
Reporting to:	Chief Executive
Working pattern:	Full time (flexible requests are welcome)
Salary:	£38-40K per annum

Job purpose

This role leads the AFF communications team, which delivers AFF's social media, web presence, publications – including our flagship magazine, Army&You – and marketing content. The role will be responsible for developing and delivering an integrated communications strategy that supports AFF's business plan and corporate objectives.

The role is responsible for managing and supporting day-to-day work across the team, ensuring that the specialist skills within the team are used in an effective and timely manner while remaining sufficiently agile to respond to emerging issues. The role holder is expected to be hands-on and to play an active role in contributing to the delivery of communications content as required. The role is the lead for governance and development of AFF's digital platforms and output.

This role has overall responsibility for the publication of Army&You magazine, managing each edition from concept through to publication.

The AFF Communications Manager works alongside other AFF managers to guide, support and co-ordinate the work of AFF's 40 staff.

Job responsibilities

- Lead and manage the small communications team which includes home-based and hybrid roles.
- Develop and deliver AFF communications strategy, to support the delivery of business objectives. In particular to ensure:
 - that AFF can reach and engage with all types of Army families
 - that the evidence provided by these families reaches decision makers in a consistent and impactful way
 - and that the impact of AFF's activities is effectively communicated to all stakeholders, including funders.
- Support an effective internal communication programme.
- Plan and organise content for each edition of Army&You, taking an integrated approach across the organisation to ensure that the magazine reflects AFF's objectives.
 - Engage with the publisher to ensure that design & advertisements meet the required standard.

- Develop the marketing plan for the launch of each edition to promote reader engagement and broaden the AFF profile, co-ordinating the magazine's digital presence alongside the print edition.
- Lead on the development of AFF's digital platforms and social media engagement, and support the Operations team in ensuring robust governance and data protection processes are in place and followed
- Advise on AFF's brand management, delivering best effect from within a limited budget.

Essential

1. A keen interest in the welfare and quality of life for Army families, and an understanding of the impact of defence and Government policies on Army families
2. Experience in leading and managing a team, and in working in formal and informal teams across an organisation
3. Proven track record in developing and delivering integrated communication strategies, with an agile and business-orientated approach that can interpret requirements and translate into action
4. A strong editorial capability, with the ability to lead discussion, shape ideas and agree output
5. Proven ability to project manage, include setting and keeping to deadlines, and maintaining a systematic approach to content sign-off
6. Recent professional experience of digital platforms, including experience of increasing engagement across social media channels, and of developing web content
7. Understanding of principles of data protection.

Desirable

1. Experience of magazine/newspaper/periodical production
2. Experience of managing content for print and digital media
3. Experience of brand management, preferably within a third sector environment
4. Experience of social media, film, communications applications
5. Experience of using cloud computing/shared drives.