

Job details

Location:	Home-based (hybrid working is available if you are based near AFF Central Office in Andover)
Reporting to:	Communications Manager
Hours:	25 hours per week
Salary:	FTE £23-26K, depending on experience
Contract term:	6 months fixed-term maternity cover appointment

Job purpose

This role will provide temporary professional assistance to the AFF Communications Team to cover a period of maternity leave. It will lead 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 our aims and objectives, and accurately reflects our work and values.

It will also support the team across the range of AFF's communications activities, including our flagship magazine, Army&You, and our website, in activities as required.

Job responsibilities

Responsibilities of the post include:

- Managing 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 the AFF Enquiries Team to ensure that AFF social media engagement is appropriate and effective.
- Keeping abreast of technical developments and best practice on social media platforms, and ensuring that AFF is able to exploit these, as far as possible.
- Assisting in brand building and promoting AFF through social media channels.
- Providing support to the wider Communications Team as required, including: updating the AFF website; creating content for AFF's flagship print magazine, Army&You; and managing AFF's Facebook Live events.
- 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.
- Attending and participating in AFF meetings and training events.
- 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

Essential

1. 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
2. A sound knowledge of, and willingness to continually learn about, best practice in delivering effective social media engagement
3. Understanding and current knowledge of Army life and its impact on families, and a keen interest in the welfare and quality of life for Army family members
4. Clarity of expression, both written and verbal
5. Self-motivated – ability to work on own initiative, and to prioritise workload, utilise time effectively and meet deadlines
6. Effective team player
7. Understanding of principles of client confidentiality/data protection.

Desirable

1. An understanding of the impact of military and Government policies on Army families
2. Flexible approach to supporting the wider Communications Team
3. Experience of marketing/brand building.