



## JOB DESCRIPTION

### COMMUNICATIONS AND MARKETING EDITOR

#### Job details

<b>Location:</b>	AFF Central Office
<b>Reporting to:</b>	Communications and Marketing Director
<b>Hours:</b>	25 hours per week (to be worked during normal working hours)
<b>Salary:</b>	£14,573 (FTE £21,859.50 per annum)

#### Job purpose

The Communications and Marketing Editor (CME) has a pivotal role to play in planning and delivering communications to key groups, such as families, chain of command and staff. The post holder writes, edits, co-ordinates and proofs content across various channels, including the website, social media, print and online marketing materials.

The CME is keenly involved in the planning and implementation of communications and marketing campaigns to raise awareness, whilst progressively improving organisational understanding of what works for different audiences.

#### Job responsibilities

Responsibilities of the post include:

- Writing, editing and proofing (as directed by the Chief Executive and EMB):
  - Creation and/or editing of online content for the AFF and Army&You (A&Y) websites
  - Hard-copy AFF publications, including roadshow and campaign material
  - Surveys, briefs and reports generated by other departments.
  - Content collation, copy editing and distribution of publications including AFF Annual Report
  - Creation of copy for AFF's social media

- Press releases
  - BFBS messaging briefs
  - Various written content (including scripts for video content)
- Working with the A&Y Editor to assist with content
  - Providing support to the Head of Online and Communications and Marketing Officer in drafting and editing publications and products (the post holder will need to acquire basic skills in the graphics applications)
  - Assisting with photography where required
  - Content and distribution for AFF monthly themes and internal staff communication
  - Attending and participating in AFF meetings, training and events (the latter as appropriate)
  - Any other duties appropriate to the post, as required by the needs of the organisation from time to time

## 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.

## Knowledge, skills and experience needed for the job

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

<b>ESSENTIAL</b>	
Experience of writing articles or reports for websites and publications	
Strong verbal and written communication skills; clarity of expression	
Proven eye for detail, proof-reading and editing experience	
Ability to use web-based applications and an aptitude for developing skills in this area	
Proven track record working with social media, in-particular Facebook, Twitter and Instagram	
A keen interest in publications and marketing (as a designer or consumer)	
Ability to work as a team player as well as comfortable working independently on key projects.	
Strong time-management skills; capacity to work to deadlines	
Ability to produce work with a high degree of accuracy and attention to detail	
Sound working knowledge and experience of using Microsoft Office, especially Word, Excel, Outlook and PowerPoint	
Understanding and current knowledge of Army life and its impact on families	
<b>DESIRABLE</b>	
Experience of:	
- Using web editors	
- Using graphics packages, such as InDesign	
- Working in an office-based team	
ECDL	
A keen interest in the welfare and quality of life for Army families	
An understanding of the impact of military and Government policies on Army families	

**What we do for you - As part of the AFF team you will be eligible for our benefits from day one.**

<b>Annual Leave</b>	Work-Life balance is important and we give all staff 30 days' holiday a year (pro-rata if you work fewer than 5 days per week), plus public and bank holidays.
<b>Birthday day off</b>	In addition to your annual leave allowance we also give you an extra day off to celebrate your birthday.
<b>Time off in Lieu</b>	We don't pay overtime, but we do operate a Time Off in Lieu (TOIL) policy.
<b>Pension Scheme</b>	AFF has a workplace pension scheme with NEST, which any staff member can sign up to (staff earning more than £10,000 per annum must be automatically enrolled into the workplace pension scheme). AFF will make contributions in line with the current Qualifying Earnings thresholds
<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 to meetings as required, including the attendance to staff training events, usually held in Andover or London, and involving overnight stays. Staff are able to claim up to a maximum of 6 hours travel time each way for these events. Any other time spent travelling would be the staff member's own. All time spent in the training sessions will be claimed as working hours.
- There will be a six-month probationary period and you will be required to sign an agreement that you will abide by the AFF Confidentiality Policy as part of your contractual obligations.
- Expenses incurred in the course of fulfilling the duties of the post will be paid in accordance with AFFs Expense 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