



Association of Anaesthetists

Job title: Digital Communications Officer

Team: Digital, Marketing and Communications

Department: Communications and Publishing

Responsible to: Digital Content Manager

Key relationships: Senior management team, Public Affairs, Heritage, Governance, CRM, Membership and Events teams, Officers, Board and Committee members, subject matter experts

Salary: Grade C - £38,502 per annum

Contract type: 12-month fixed term

The Association of Anaesthetists is a membership organisation for anaesthetists with over 10,000 members. Our mission is to safeguard patients by educating, supporting, and inspiring every anaesthetist throughout their career, enabling them to provide the best care in every health care setting. Our four strategic priorities are Patient Care and Safety, Education and Research, Advocacy and Support, and Innovation and Growth.

Our values are embedded in everything we do. We are:

- **Committed:** We are a respected and independent organisation, committed to speaking up and speaking out on behalf of our members and the anaesthesia community.
- **Trusted:** For over 90 years, we have helped to set standards, share knowledge, and support thousands of people in a vital profession. Our expertise matters to our members and globally.
- **Innovative:** We look forward, not back. We care about the future of anaesthesia and actively help shape its future on behalf of our members by listening, responding, and innovating.
- **Connected:** We are a dynamic, diverse, and inclusive community. We exist because of, and on behalf of, our members

Job purpose:

The post holder will support the Digital Content Manager in implementing the Association's digital strategy. They will create web content that is user focused, accessible and optimised for search engines. They will maintain a content schedule, coordinating activities across the organisation and will build relationships with a variety



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of subject matter experts. They will support the Digital Content Manager in managing the Association's digital channels.

The postholder will play a key role in supporting the management of the Association's digital campaigns and tracking and reporting on digital campaigns to guide improvements. They will create and edit digital designs for use on web, social media and email platforms and be responsible for working with colleagues across the Association to provide digital insight and training.

This role is based at our head office at 21 Portland Place, London. We offer a hybrid working arrangement with a minimum of 2 days in the office per week.

Key Responsibilities:

Digital

- Support the Digital Content Manager to review, develop and update the Association's current website, and take a key role in the project to work on development of a new website.
- Support the management of the online community forum.
- Support the management of the Association app and any additional projects undertaken to further develop it.
- Act as a contact point with support agencies to swiftly resolve issues and to follow up developments.

Communications and social media

- Write and collate (including copyediting and proofreading where necessary) high quality, engaging content in line with agreed content priorities.
- Ensure content follows the Association's brand guidelines, tone of voice and style guide.
- Work with colleagues to prepare, send and report on email campaigns on their behalf.
- Manage the Association's social media presence, with the aim of reaching an increasingly broad audience.
- Create and edit digital designs for use on web, social media and email platforms, including filming and editing simple videos.
- Coordinate a digital content schedule across all channels for the organisation.



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- Keep abreast of the latest innovations in digital communications and make suggestions for new ways of promoting the Association work and messages online.

Reporting

- Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.

General responsibilities:

- Promote the benefits and impact of our digital communications internally.
- Understand and support the vision, mission and aims of the Association.
- Provide cover and represent at meetings as required.
- Contribute to team meetings and wider organisational priorities.
- Maintain and improve own competencies through continuous professional development.
- Support and promote the Association's commitment to diversity and equality of opportunity in the workplace.
- Continually seek to improve processes and ways of working to support the work of the Association.

This job description is intended to reflect the main duties and responsibilities of the post and is not an exhaustive list of duties. The post holder may be required to undertake other duties which are commensurate with the role.

Person specification

Skills, knowledge and experience	
Essential	Desirable
Proven experience in a digital communications role	Experience in a charity or similar membership organisation
Proven experience of using website content management systems (working knowledge of the DNN	Experience of Adobe Illustrator, Photoshop and InDesign desirable



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platform is desirable), including writing, preparing and uploading content, maintaining the backend and working with developers to develop functionality and solve technical issues	
In-depth knowledge and understanding of social media platforms and how each platform can be deployed in different scenarios	Experience of CRM systems desirable (preferably MS Dynamics)
Excellent attention to detail	Knowledge of Google Analytics and social media analytics tools
Extensive experience in online copywriting and publishing	
Ability to work under pressure and to tight deadlines	
Demonstrable experience of developing and maintaining effective relationships with key stakeholders	
Demonstrable experience of supporting colleagues with digital communications activities, either through coaching/training or assisting with particular projects	
Excellent written and communications skills and the ability to articulate complex situations to non-technical colleagues	