

## Digital Communications Assistant

### Job Description

November 2021

<b>Post details:</b>	Internship / Part-time (21 hrs/wk) / 9-month contract
<b>Reports to:</b>	Marketing and Digital Communications Manager
<b>Works closely with:</b>	Policy and Press Coordinator Membership and Events Manager Head of Policy and Communications
<b>Main Purpose</b>	Supporting FPM's corporate communications via digital channels: principally corporate email campaigns, website updates and maintenance, and social media

#### Corporate email communications

- Communicate with authors and contributors for the production of articles, news pieces and other items
- Liaise with FPM staff to collate information for the monthly Bulletin and other email campaigns to members
- Proof-reading copy
- Design, test and send email campaigns using Mailchimp
- Maintain accurate audience lists in Mailchimp
- Monitor email campaign success and feed back to teammates

#### Website maintenance

- Use the Wordpress content management system to upload content to the FPM website, including proofreading and checking for brand consistency
- Carry out routine maintenance and troubleshooting

#### Social media

- Prepare social media posts, including text, design and scheduling, as directed
- Create social graphics from Canva templates
- Monitor social media activity

#### General

- Contribute to and support the work of the wider FPM team, undertaking such other duties as may be from time to time required.
- Undertake the duties of the role in compliance with FPM policies concerning Data Protection, Equal Opportunities and Health and Safety.
- From time to time and with reasonable notice this role may require providing support outside standard working hours such as during events and meetings.