Association of Anaesthetists
Great Britain & Ireland

Digital Communications Executive – FTC

Team:	Digital, Marketing and Communications
Department:	Communications and Publishing
Responsible to:	Digital Content Manager
Salary:	Grade B £34,208
Contract type:	6-month fixed term (December 2026 – May 2027)
Key relationships:	Digital, Marketing and Communications team, Web Content Writer, Membership and Events teams, CRM team, Cantarus, subject matter experts

The Association of Anaesthetists is the membership organisation for anaesthetists with over 10,000 members. Our main aims are to advance and improve patient care and safety and to promote and support education and research in the field of anaesthesia. We also represent, protect, support and advance the interests of our members.

Job purpose

This is an exciting opportunity to join the Digital, Marketing and Communications team during one of the most significant periods of digital transformation in the Association's history.

The post holder will support the Digital Content Manager in the final build, testing and launch of the Association's new website, due to go live in April 2027. They will play a hands-on role in testing and quality assurance, migrating and populating content and optimising web pages so that they are user focused, accessible and optimised for search engines.

Alongside the website, they will support the team in putting into practice the recommendations of our Member Value Proposition (MVP) project, helping to create targeted content for different member groups and to embed the Association's refreshed value proposition across our digital channels.

The post holder will also help with the day-to-day running of the Association's digital channels, including social media and email, and will work with colleagues across the Association to produce clear, engaging content.

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.

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Key responsibilities

Website implementation

- Support the Digital Content Manager and Digital Project Manager with user acceptance testing, quality assurance and sign-off of the new website, logging and tracking issues with the development agency.
- Migrate, upload and populate content on the new website in the content management system, following agreed templates, structure and processes.
- Check pages for accuracy, broken links, image quality, metadata and accessibility before and after launch.
- Support launch preparation and post-launch activity, including monitoring feedback and helping to resolve issues.

Member Value Proposition and content

- Help implement the content recommendations from the MVP project.
- Support the delivery of the new communications strategy by helping to embed the revised value proposition across digital channels.
- Liaise with subject matter experts, members and colleagues to gather, collate and prepare content for sign-off and publication.

Digital communications and social media

- Write and schedule engaging social media content in line with agreed content priorities and monitor comments and messages.
- Build, test and send email campaigns, including on behalf of other teams.
- Create and edit simple digital designs and graphics for web, social media and email, in line with brand guidelines.
- Help maintain the digital content schedule across channels.

General responsibilities

- Understand and support the vision, mission and aims of the Association.
- 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.

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Person specification

Skills, knowledge and experience

Essential	Desirable
Experience of using a website content management system to upload, edit and maintain content	Experience in a charity or membership organisation
Experience of, or interest in, website testing, content migration or quality assurance	Working knowledge of Umbraco
Experience of creating content for and managing social media channels (e.g. LinkedIn, Instagram, Facebook, X)	Experience of being involved in a website build or relaunch project
Experience of using email marketing tools to build and send campaigns	Understanding of audience segmentation or personas
Experience of creating simple digital graphics (e.g. using Canva or Adobe tools)	
Excellent written communication skills, including copywriting, editing and proofreading	
Excellent attention to detail and a methodical approach to checking work	
Ability to manage a varied workload, prioritise and work to tight deadlines	
Ability to build good working relationships with colleagues at all levels	
Confident user of Microsoft Office	
A proactive, adaptable approach and willingness to learn	

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