

<b>Job title:</b> Content Editor	<b>Reports to:</b> Head of Media Relations
<b>Division:</b> External Relations	
<p><b>Role purpose:</b></p> <p>To contribute to furthering AFME’s strategic aims by:</p> <ul style="list-style-type: none"> <li>• producing high-quality copy for publication on AFME’s website and elsewhere</li> <li>• working with AFME’s media team to draft high quality opinion pieces for publication</li> <li>• leading on content creation for AFME’s digital channels, including social media and video production</li> <li>• leading on AFME’s member communications, including newsletter and briefing call</li> <li>• working with AFME’s Marketing Executive and Events team to proofread AFME events marketing.</li> </ul>	

Key accountabilities	Key activities / Decision areas
Ensure quality of AFME outputs	<ul style="list-style-type: none"> <li>• Work with the Head of Media Relations to provide input into the content and communications strategy for AFME</li> <li>• Produce and coordinate content for member communications, including the newsletter and member briefing calls</li> <li>• Draft and edit well-written content in a consistent style for the AFME website</li> <li>• Ghost write articles and blogs for the AFME website and financial media</li> <li>• Act as an informed reviewer to provide internal challenge and quality control for AFME’s output</li> <li>• Manage AFME’s video output including content preparation, interviewing AFME staff and working with video production supplier</li> <li>• Manage AFME’s social media channels, striking a balance between AFME’s key messages and advocacy, as well as marketing for events</li> <li>• Work with the Events team to assist with proofreading marketing communications for AFME’s portfolio of events</li> <li>• Liaise with Marketing Executive over production of publications</li> <li>• Build relationships with policy and advocacy directors to develop solid understanding of key policy areas and AFME priorities</li> </ul>

Main contacts (external and internal)		
Contact group	Frequency	Purpose
Head of Media Relations	Daily	Line management. Drafting and sign off of thought leadership pieces, blogs, content for the members' newsletter and social media channels
Head of Events	Daily	Sign off of event marketing materials
Marketing Executive	Daily	Liaising on timelines for publication of print and electronic materials, as well as marketing communications
MDs and Directors	Weekly	Ensuring draft publications are clear and consistent with AFME's style; drafting op-eds or blog posts on topics in the news

Person specification
<p><b>Key competencies</b></p> <p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Excellent spoken and written English</li> <li>• Very strong copywriting and editing skills</li> <li>• Ability to produce copy from a blank page, including an understanding of how to structure material for different audiences and purposes – to get 80% there on the first draft</li> <li>• Ability to explain complex issues in non-technical terms and to adapt to the appropriate channel and audience</li> <li>• IT literate, especially the Microsoft Office suite</li> <li>• Strong interpersonal skills</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Reading level competence in other European languages</li> <li>• Understanding of financial public relations and journalism</li> <li>• Familiarity with how to present numerical data</li> </ul> <p><b>Knowledge skills and experience</b></p> <p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Demonstrable track record in writing and editing, preferably in the financial sector</li> <li>• Ability to work with all levels of the organisation to commission and produce high quality writing</li> <li>• Experience using various forms of digital communication including social media and managing interaction with other users on behalf of a company</li> <li>• Managing and directing production of videos</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Experience using Google Analytics to track website visitor behaviour</li> <li>• Broad understanding of how European wholesale financial markets operate</li> <li>• Experience of Adobe suite i.e. InDesign and Photoshop</li> <li>• Experience of publishing material to a website and using a CMS</li> </ul>

## About us

The Association for Financial Markets in Europe (AFME) represents a broad range of European and global participants in the wholesale financial markets. Its members comprise pan-EU and global banks as well as key regional banks, brokers, law firms, investors and other financial market participants. We advocate stable, competitive, sustainable European financial markets that support economic growth and benefit society.

AFME is the European member of the Global Financial Markets Association (GFMA), a global alliance with the Securities Industry and Financial Markets Association (SIFMA) in the US, and the Asia Securities Industry and Financial Markets Association (ASIFMA) in Asia.

For more information please visit the AFME website, [www.afme.eu](http://www.afme.eu) or follow us on Twitter: [@AFME\\_EU](https://twitter.com/AFME_EU)