

<b>Job title:</b> Multimedia Copywriter	<b>Reports to:</b> European Media Relations Manager
<b>Division:</b> External Relations	
<b>Role purpose:</b>  To contribute to furthering AFME’s strategic aims by: <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>• working with AFME’s events team to draft required copy for AFME events marketing</li> <li>• leading on content creation for AFME’s digital channels, including social media</li> <li>• contributing to AFME’s external communications including our monthly newsletter and annual review.</li> </ul>	

Key accountabilities	Key activities / Decision areas
Ensure quality of AFME outputs	<ul style="list-style-type: none"> <li>• Produce and/or coordinate content for member communications, including the monthly newsletter and monthly member briefing calls</li> <li>• Provide well-written content in a consistent style for the AFME website</li> <li>• Draft or edit articles and blogs to appear under the names of senior AFME staff, including the CEO</li> <li>• Work with the events team to assist with writing clear, concise and consistent promotional communications for AFME’s broad portfolio of events</li> <li>• Assisting the Chief of Staff in researching and writing speeches for the CEO</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> <li>• Take ownership of AFME’s video output including content preparation, interviewing AFME staff and working with video production supplier</li> <li>• Act as an informed reviewer to provide internal challenge and quality control for AFME’s output</li> </ul>

Main contacts (external and internal)		
Contact group	Frequency	Purpose
European Media Relations Manager	Daily	Line management. Drafting thought leadership pieces, blogs, content for the members' newsletter, event write ups and live tweeting from events
Head of Events	Daily	Drafting and editing event marketing materials
Marketing Manager	Daily	Liaising on method and timeline for publication of materials – print and electronic
Chief of Staff	Weekly	Assisting on corporate governance matters and CEO speech writing
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>• IT literate, especially the Microsoft 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 in a commercial environment, preferably in the financial sector</li> <li>• Broad understanding of how European wholesale financial markets operate</li> <li>• The ability to work quickly and accurately on complex documents. Excellent editing skills</li> <li>• Ability to work with all levels of the organisation to commission and produce high quality writing</li> </ul>

**Desirable:**

- Experience using Google Analytics to track website visitor behaviour
- Experience using various forms of digital communication including video and social media in a business environment, including hands-on experience of publishing to social media sites and managing interaction with other users on behalf of a commercial operation

**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: [@news\\_from\\_afme](https://twitter.com/news_from_afme)