

ASLEF
Campaigns and Communications Assistant
Salary: £70,863.87 pro rata and London Weighting £3,916.20 per annum
Fixed term, 6 months

The postholder is responsible to the Head of Policy and Communications

Job description

External and member communications:

- Assist in managing public-facing social media profiles including content creation, posting and scheduling
- Contribute to organising events, receptions and conference stalls
- Send scheduled and ad-hoc text and email communications to members as directed
- Collate content and produce regular e-newsletters
- Assist in the set up and maintenance of union WhatsApp broadcast channels

Digital communications:

- Monitor content on the ASLEF website, working with colleagues and members to update the site and promote the union's work
- Work with external providers to keep website technically up to date and compliant
- Assist in projects updating the website or other digital platforms
- Use Adobe applications and Canva to produce social media graphics and video content

Campaigns:

- Deliver campaign communications activities in collaboration with colleagues
- Work with external providers for example on branding, print and merchandise
- On occasion attend events and conferences to promote ASLEF's campaigns

General:

- Use ASLEF's Salesforce membership system to analyse and process member data in line with data protection laws
- Produce and send circulars, letters and other communications as required
- Act as a brand guardian across ASLEF's communications, working with colleagues across the department to ensure consistency of tone, style and visual identity
- Contribute to the Policy and Communications team, participating in group tasks which may fall outside the scope of the job description
- All other duties commensurate with the position

Person Spec

Essential:

- Experience of maintaining social media accounts and creating content
- Strong written communication skills for a range of outputs and audiences including print and digital

- Ability to make digital content, in line with ASLEF brand guidelines, using Adobe applications (or equivalent) and Canva
- Ability to design and produce printed materials
- Experience of working with external agencies (for example design, digital or merchandise)
- Experience of using member databases in line with data protection law
- Familiar with general administrative software including Microsoft Office 365, Teams, Zoom and online tools including for social media scheduling and content calendar
- Ability to manage and prioritise workloads in a dynamic setting
- An understanding of and commitment to the aims and values of the trade union movement

Desirable:

- Experience of working with external agencies (for example design, digital or merchandise)
- Some understanding of rail policy, employment rights and current government policy
- Previous experience working within the trade union movement

ASLEF strives to be an equal opportunities employer. Applications from people with disabilities, and persons from minority groups are encouraged.

This is a fixed term contract for six months, working full time (34h week) at ASLEF head office in London.

Closing date for applications: midnight on the 26th July 2026

Interviews: Friday 31st July 2026

Expected start date: September 2026