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|  | **Job Title:** | **Marketing Executive** |  |
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|  | **Reporting To:** | **Communications & Marketing Manager / Head of Fundraising & Marketing** |  |
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|  | **Job Summary:** | |  |
|  | As a key member of the Marketing and Communications Team, the Marketing Executive will implement the established fundraising and marketing strategy of the Midlands Air Ambulance Charity (MAAC).  The focus will be to design, deliver and evaluate a wide range of campaigns and projects, included but not limited to (i) building awareness of the charity in order to attract new supporters and/or grow existing support; (ii) develop B2C + B2B stakeholder relationships; (iii) provide brand guardianship, both internally and externally, including reinforcing the values of the organisation; (iv) converting ‘support’ into ‘action’ ranging from encouraging one off donations of money and/or goods, to purchasing merchandise or acting positively to a health and well being campaign; and (v) providing support on internal communications across the MAAC Group, covering clinical and operations staff, charity staff, retail staff,.  As a longstanding charity which has recently celebrated 30 years of service, we have established networks in place, however alongside this, the post holder will need to innovate and develop new ways of working in line with the ever-changing external environment (i.e. global/national trends) as well as in response to opportunities and challenges happening within our six-county region. | |  |
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|  | **Main Duties of the Post:** | |  |
|  | **The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures and practices of MAAC which may be amended from time to time.**  Working with the Communications & Marketing Manager, wider Communications Team, Head of Fundraising & Marketing, Chief Operating Officer and colleagues within the fundraising department and other departments, as well as external stakeholders and suppliers to raise awareness, retain support, attract new support and develop relationships:   * Play a leading role as a brand guardian for the organisation - ensuring the umbrella proposition and sub-positioning is consistent, that tools are in place to support with developing a strong profile for the charity and reinforce the values of the organisation. * Building awareness and amplifying the brand through campaigns, projects and business areas - in order to increase our loyal supporter base and develop stakeholder relationships across our supply chain, region-wide community and amongst key thought-leaders.   **Key responsibilities under the direction of the Communications & Marketing Manager:**  **BRAND**   * Support the Communications & Marketing Manager in delivering the communications strategy across online and offline media to raise MAAC’s profile and market MAAC activities, specifically campaigning and special projects.   **CAMPAIGNS & PROJECTS – which are multi-faceted in nature, ranging from internal to external (or both), B2B – public influence to B2B within the healthcare sector**   * Support the Communications & Marketing Manager in the delivery of effective campaign and project activity, adhering to objectives and achieving KPIs. * Deliver fit for purpose campaigns and projects that proactively influence supporters, by ensuring strong call to action that will benefit our core purpose - donating/purchasing/advocacy. * Support the Communications & Marketing Manager with the delivery of marketing of certain areas of the Midlands Air Ambulance Charity Group, such as the trading company. * Identify the most appropriate online and offline channels to market activity to maximise opportunities and return on investment. * Support the creation of collateral to be used in campaigns / projects and with business activity. * Co-ordinate opportunities to see across all relevant charity touchpoints, including HQ, shops, airbases, social media, website etc. and support of the regional and corporate fundraising teams in sharing campaign activity. * Measure success across owned, paid and earned channels, in line with the campaign KPIs. * Work with teams across the organisation and advise on the most effective ways to deliver their ideas and campaigns across all platforms. * Review campaign and project learnings to improve efficiency, commerciality and effectiveness and propose opportunities to continually improve activity.   **MEDIA RELATIONS**   * Use initiative, research and write copy for external articles and press. * Maximise all press opportunities, including identifying opportunities for stories and events, obtaining feedback about such events from those who have been responsible for them. * Support with the day to day response to media enquiries – both charity and operational.   **DIGITAL COMMUNICATIONS**   * Content creation across digital platforms, social media, MAAC brand website, digital advertising. * Support the maintenance of social media platforms to increase following, awareness and engagement and conversions, respond to messages. * Research, brief, optimise and analyse digital advertising campaigns, both search and display. * Explore and implement new digital opportunities to improve awareness, engagement and conversions online.   **COMMUNICATIONS RESPONSIBILITIES**   * Provide creative copywriting and support the production of key MAAC publications when required including; quarterly Take Off magazine, quarterly volunteers’ newsletter, solicitors’ newsletter, corporate e-bulletin and internal e-bulletin, The Pulse. Writing clear and concise copy for each target audience. * Provide audience-centric copywriting for external publications. * Provide support with internal communications projects to enhance engagement with key internal stakeholder groups. * Assist with award writing. * Liaise with external suppliers including the creative agency, printers, video production companies and photographers, providing briefs and to manage the production process and ensure that material is produced on time and to a high quality. * Assist in the organisation and delivery of MAAC’s events as necessary. * Carry out general communications and marketing tasks that may arise to support the charity’s communications and marketing requirements as a whole. * Proof reading for team members. * Collation of personal stories/case studies. * Liaise with donors and supporters on a regular basis, supporting with publicity. * Support the implementation of new communications initiatives. * Support with the day to day management of MAAC’s website, including keeping appropriate content up to date. * Assist with the creation of online video content in line with MAAC’s brand guidelines and marketing requirements.   **OTHER:**   * As part of the office team, assist with general administrative duties including answering incoming phone calls, hosting visitors, supporting volunteers etc. * In a professional and diligent manner, to carry out the work specified in this job description and the specific tasks as agreed in the annual plan and reviewed periodically with the line manager. * To work as part of the team to achieve our organisational objectives. * Communicate regularly with key colleagues through regular reporting, by email, phone and occasional face-to-face meetings. * Maintain and develop your own effectiveness, including taking responsibility for your health and general welfare and investing in your own professional development as it relates to our vision and mission. * Be prepared to adapt to the changing environment that we, as an emergency response organisation, may experience. * Bring to our attention issues of concern that could affect our ability to achieve our objects, including our support of you in your role.   **What you can expect of us**  That we act as a good employer, abide by the Nolan principles of conduct and provide:   * A salary and benefits package that is fair, competitive, affordable and in keeping with MAAC’s charitable status. * Reasonable resources to do your job (office, equipment etc), within our constraints. * Good induction, on-going support and appraisal (including financial and time resources for your own professional development) from your line manager. * Support and teamwork from your colleagues in a lively and professional atmosphere.   **Limitations to Authority**  You shall operate within the parameters of the strategic objectives and within good practice as understood in the sector and developed by the organisation. These limitations will be reviewed periodically.  **Accountabilities**  Accountability in this relationship is mutual. The Communications & Marketing Manager is accountable to the Marketing Executive to provide support, guidance and resources and to relate to your role in a manner consistent with our values.  The Marketing Executive is responsible to the Communications & Marketing Manager for performance according to the expectations of the post and for operating within the authority delegated. The Marketing Executive and Communications & Marketing Manager are accountable to the Head of Fundraising & Marketing.  **The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties.** | |  |

**ADDITIONAL INFORMATION**

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder.The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

**CHARITY POLICIES & PROCEDURES**

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Whistleblowing, Information governance, Code of Conduct, Health and Safety, Confidentiality, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

**HEALTH & SAFETY AT WORK ACT**

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

**MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS**

Reducing risk is everyone's responsibility.  All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager).  The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided.  All employees are expected to ensure they are familiar with and adopt the Infection Prevention and Control policy/procedures and all safe-working practices required in their work activity” and specifically with reference to hand hygiene and aseptic techniques.

**CONFIDENTIALITY**

All employees must observe and comply with the requirements of the Data Protection Act 2018, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 2018, or associated legislation.

**FREEDOM OF INFORMATION**

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

**CONTINUING PROFESSIONAL DEVELOPMENT**

There is a requirement to participate in the Charity’s Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

**REGISTRATION**

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation**. NB:** It is your duty to ensure that your registration is kept up to date.

**DISCLOSURE AND BARRING SERVICE (DBS)**

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks every three years. Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered ‘spent’. There is an ongoing obligation to declare any civil or safeguarding issues, investigations, convictions and cautions against you, during the course of your employment

**SAFEGUARDING**

The Charity has a zero-tolerance approach to the abuse of children, young people and vulnerable adults. All employees are required to promote and safeguard the welfare of children and young people and comply with the Local Safeguarding Children Board Procedures and the Children Act (1989, 2004).

**TRAVEL TO OTHER SITES**

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

**SMOKING STATEMENT**

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

**DIVERSITY AND EQUAL OPPORTUNITIES**

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.