

Job Title: **Communications Manager**

Reporting To: **Head of Marketing and Communications**

Job Summary:

The Communications Manager will lead Midlands Air Ambulance Charity's communications, media relations and external affairs activity to strengthen the organisation's reputation, profile and positioning across regional and national audiences.

The role is responsible for developing proactive communications strategies, impactful storytelling and stakeholder engagement activity that enhances public understanding of the charity's work, reinforces organisational credibility and supports wider organisational objectives.

As the strategic lead for communications, the Communications Manager will oversee media relations, internal communications, editorial planning and reputation management, ensuring the charity communicates with clarity, consistency and impact across all audiences.

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.

Communications strategy and planning

- Develop and deliver proactive communications strategies that support organisational priorities and objectives
- Lead communications planning across the charity, ensuring activity is coordinated, timely and aligned with wider marketing and organisational plans
- Identify opportunities to enhance the charity's profile, influence and reputation through strategic communications activity
- Provide expert communications advice and guidance to colleagues across the organisation
- Maintain and oversee the communications and editorial calendar.

Editorial and content strategy

- Develop and lead the charity's editorial and content strategy, ensuring content supports organisational priorities, audience engagement and reputation objectives
- Act as custodian of the charity's narrative, ensuring consistent messaging and storytelling across all communications

- Oversee content planning and story development across key organisational priorities
- Lead the development of compelling case studies, supporter stories, patient stories and organisational content
- Ensure communications activity reflects the charity's values, brand and strategic objectives.

Media relations and public relations

- Lead the charity's media relations and public relations activity
- Develop proactive media opportunities that increase awareness and understanding of the charity's work
- Build and maintain strong relationships with journalists, broadcasters and media organisations on a regional and national level
- Oversee the management of media enquiries and interview requests
- Identify opportunities to secure positive regional and national media coverage
- Support senior leaders and subject matter experts with media preparation and briefing.

Campaign communications and storytelling

- Work collaboratively with the Marketing Manager to support income generation, engagement and awareness campaigns through the development of compelling stories, content and communications activity
- Ensure campaign communications are aligned with organisational messaging, brand narrative and audience needs
- Identify and develop case studies, patient stories, supporter stories and impact content to support campaign objectives
- Provide communications advice and support on major organisational campaigns and initiatives
- Help maximise the reach and impact of campaigns through earned media, stakeholder communications and storytelling opportunities.

Reputation management and corporate communications

- Lead reputation management activity and provide communications support on sensitive or high-profile issues
- Develop communications approaches that protect and enhance organisational credibility and trust
- Support crisis and incident communications planning and response
- Provide strategic communications advice to senior leadership
- Develop key messages and communications frameworks for organisational initiatives and announcements.

Stakeholder engagement and external affairs

- Lead stakeholder communications activity across key audiences, including supporters, partners, elected representatives, healthcare stakeholders and community organisations

- Support the development of strategic relationships that enhance the charity's profile and influence
- Coordinate communications activity relating to public affairs, advocacy and external engagement initiatives
- Identify opportunities to position the charity and its leaders as trusted voices within the sector.

Internal Communications

- Lead the development and delivery of internal communications activity that informs, engages and connects colleagues across the organisation
- Oversee internal communication channels and employee engagement communications
- Support organisational change and strategic initiatives through effective communications planning
- Provide communications support to senior leaders and managers where appropriate.

Publications and editorial leadership

- Lead the editorial planning, development and production of the charity's publications, including Take Off magazine and other supporter-facing publications and newsletters
- Ensure publications deliver strategic value, support organisational objectives and provide engaging audience experiences
- Oversee content commissioning, editorial standards and publication schedules

Awards, ambassadors and thought leadership

- Lead the charity's awards programme, identifying opportunities to showcase organisational achievement, impact and innovation
- Lead communications support for the charity's own awards and recognition events, including content development, storytelling, nomination processes, event communications and winner profiling
- Oversee communications activity involving ambassadors, advocates, influencers and high-profile supporters
- Develop thought leadership opportunities that strengthen the charity's profile and credibility
- Support the development of speeches, presentations, briefing materials and leadership communications.

Team leadership and management

- Line manage, motivate and develop the Communications Executive
- Set priorities, objectives and workloads across the communications function
- Provide coaching, guidance and professional development support
- Foster a collaborative, creative and high-performing team culture.

Budget and supplier management

- Manage communications budgets and resources as required
- Oversee relationships with photographers, videographers and other communications suppliers
- Ensure communications activity delivers value for money and supports organisational objectives.

Performance, insight and reporting

- Establish appropriate measures to evaluate communications effectiveness
- Monitor media coverage, stakeholder engagement and communications performance
- Produce reports, recommendations and insights to support future planning
- Use audience and stakeholder insight to improve communications activity and outcomes.

Digital, data and AI-enabled communications

- Leverage digital tools and AI to improve efficiency and effectiveness of communications activity, including:
 - content creation and optimisation
 - audience insight and segmentation
 - campaign planning and automation
- Ensure the ethical, transparent, and responsible use of AI, including:
 - compliance with data protection (UK GDPR)
 - maintaining accuracy, authenticity, and brand integrity

General responsibilities

- Act as an ambassador for Midlands Air Ambulance Charity at all times
- Support and promote the charity's values and organisational objectives
- Ensure compliance with relevant legislation, regulatory requirements and organisational policies
- Participate in out-of-hours communications support where required
- Undertake any other duties appropriate to the level and responsibilities of the role.

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.

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.

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.

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.

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.

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.

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.

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.

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).

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.

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.