

**Job Title:** Marketing Executive

**Reporting To:** Marketing Manager

**Job Summary:**

The Marketing Executive will support the delivery of integrated marketing campaigns and audience engagement activity that raise awareness, strengthen supporter relationships and drive participation and income generation across Midlands Air Ambulance Charity.

The role will support campaign coordination, content development, asset production and campaign administration across multiple online and offline channels, helping to ensure marketing activity is delivered effectively, on time and in line with organisational objectives.

Working closely with the Marketing Manager and Senior Marketing Executive, the Marketing Executive will contribute to the successful delivery of campaigns that support fundraising, events, lottery, retail, legacy giving, corporate partnerships and wider organisational priorities.

**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.**

**Campaign support**

- Support the planning and delivery of integrated marketing campaigns across a range of audiences and products
- Assist with the coordination of campaign activity, ensuring tasks are completed to agreed deadlines
- Help maintain campaign schedules and action plans
- Support the implementation of campaign activity across online and offline channels
- Ensure campaign materials are accurate, on-brand and aligned with campaign objectives.

**Content and asset development**

- Assist with the development of marketing content and campaign materials
- Create and adapt marketing assets for use across print, digital and promotional channels
- Support copywriting and content development for campaigns, events and supporter communications

- Coordinate the production of marketing collateral, ensuring brand consistency and quality standards are maintained
- Assist with photography, video and content gathering activity where required.

#### **Event marketing support**

- Support the delivery of marketing activity for fundraising events, community events and organisational initiatives
- Assist with the production and distribution of promotional materials
- Help coordinate event communications and supporter engagement activity
- Attend events as required to support marketing delivery and content gathering.

#### **Campaign administration and coordination**

- Provide administrative support for marketing campaigns and projects
- Coordinate approval processes and support internal stakeholder communications
- Assist with supplier liaison and the ordering of campaign materials and services
- Support the distribution of campaign assets and marketing resources.

#### **Paid media support**

- Support the implementation and monitoring of paid media campaigns across digital and traditional channels
- Assist with the coordination of media schedules, assets and campaign requirements
- Monitor campaign performance and prepare reporting information for review by the Marketing Manager and Senior Marketing Executive
- Support campaign optimisation through data collection and performance analysis.

#### **Reporting and evaluation**

- Assist with the collection and analysis of campaign performance data
- Prepare reports, dashboards and evaluation summaries as required
- Support the identification of campaign insights and learning opportunities
- Maintain accurate records of marketing activity and outcomes.

#### **Stakeholder collaboration**

- Build positive working relationships with colleagues across the charity
- Respond to marketing support requests and enquiries in a professional and timely manner
- Work collaboratively with Communications and Digital colleagues to support integrated campaign delivery
- Represent the charity professionally when engaging with supporters, partners and suppliers.

### 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
- Contribute to a culture of continuous improvement, innovation and collaboration
- 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.