Midlands Air Ambulance Charity
Job Description

Job Title:	**Digital Marketing Executive**
Reporting To:	**Communications Manager (with a dotted line to the Head of Marketing and Communications)**

Job Summary:

The Digital Marketing Executive will support the delivery and optimisation of Midlands Air Ambulance Charity's digital activity across website, email, social media and other digital platforms.

The role is responsible for implementing digital campaigns, maintaining digital channels, supporting supporter journeys and contributing to the effective delivery of audience engagement, fundraising and communications activity.

Working closely with colleagues across Marketing and Communications, the postholder will help ensure the charity's digital channels remain engaging, accessible, audience focused and aligned with organisational objectives.

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.

Website management and content publishing

- Maintain and update the charity's website and related digital platforms.
- Publish, update and manage website content in line with organisational priorities and content plans.
- Ensure website content is accurate, accessible and aligned with brand guidelines.
- Support the implementation of website improvements and development projects.
- Monitor website performance and identify issues requiring action.
- Support the management and maintenance of the charity's online shop and ecommerce platforms, including content updates, product management and promotional activity.
- Maintain organisational digital listings and profiles, including Google Business Profile and similar platforms, ensuring information remains accurate, current and aligned with brand standards.

Email marketing and supporter journeys

- Build, test and deploy email communications using the charity's email marketing platforms.
- Support the implementation of supporter journeys and automated communications.
- Ensure email activity is delivered accurately and in accordance with agreed schedules.
- Working in collaboration with the Data, Insights and Systems Analysts to maintain audience lists, segmentation and campaign set-up processes.
- Monitor email performance and provide regular reporting and recommendations.

Social media delivery

- Support the day-to-day management of the charity's social media channels.
- Develop and maintain coordinated social media content schedules and publishing plans, working with colleagues across the organisation to support fundraising, communications, engagement and awareness objectives.
- Schedule, publish and monitor social media content using appropriate social media management and publishing platforms.
- Engage with online audiences where appropriate and escalate enquiries as required.
- Support the delivery of social media activity associated with campaigns, events and organisational initiatives.
- Monitor platform trends and identify opportunities to improve engagement.

Digital campaign support

- Support the delivery of integrated marketing, fundraising and communications campaigns across digital channels.
- Assist with the implementation of digital campaign activity across websites, email and social media platforms.
- Work with Marketing and Communications colleagues to ensure campaign content is effectively delivered through digital channels.
- Support the development and testing of digital assets and user journeys.

Search and optimisation

- Support SEO activity through the optimisation of website content and digital assets.
- Support user experience and conversion optimisation initiatives.
- Contribute to testing activity aimed at improving digital performance and engagement.

Digital analytics and reporting

- Produce regular reports on website, email and social media performance.
- Monitor key digital metrics and identify trends, opportunities and areas for improvement.
- Support the collection and analysis of audience and engagement data.
- Assist with campaign reporting and performance evaluation.

Digital platforms and administration

- Support the administration and maintenance of digital platforms and systems.
- Assist with the management of website forms, integrations and digital tools.
- Support platform governance, user permissions and content management processes.
- Assist with troubleshooting and resolving routine digital issues.

Content creation and multimedia support

- Create and adapt digital content for use across websites, email and social media channels (including Facebook, Instagram, YouTube, X and LinkedIn).
- Support the creation of basic graphics, photography, video and multimedia content where required.
- Ensure content is optimised for different digital platforms and audiences
- Maintain consistency with brand and accessibility standards.

Supplier and project support

- Support relationships with digital suppliers, agencies and external partners.
- Assist with the delivery of digital projects and platform developments.
- Contribute to project planning, testing and implementation activity as required.

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, collaboration and innovation.
- 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.