Midlands Air Ambulance Charity
Person Specification Form

Midlands Air Ambulance Charity®

Job Title:	Digital Marketing Executive	Dept.:	Marketing & Communications

	Essential/Desirable	Evidence
A: EXPERIENCE (Length, type and level of work-related experience)	<u>Essential</u> • Experience of overseeing multiple digital channels including websites, email marketing and social media. • Experience of creating and publishing digital content. • Experience of using digital platforms, content management systems or marketing tools such as Wordpress, Hootsuite and Canva. • Experience of managing PPC and paid social media campaigns. • Experience of evaluating web, digital marketing and paid media performance, using tools such as GA4 and Meta Business Suite. • Experience of managing suppliers, agencies or external partners to deliver successful outcomes. • Experience of CRM systems, marketing automation or supporter journey development. <u>Desirable</u> • Experience working within the charity, healthcare, emergency services or public sector sectors.	Application Form Interview
B: SKILLS KNOWLEDGE ABILITIES (Range and level of skills, depth of knowledge required for the job)	<u>Essential</u> • Good understanding of website, email and social media best practice. • Strong digital content creation and publishing skills. • Knowledge of SEO principles and digital accessibility standards. • Experience creating video, photography or graphic design content.	Application Form Interview References CPD

	• Good organisational and time management skills. • Excellent written and verbal communication skills. • Ability to manage multiple priorities and deadlines effectively. • Strong problem-solving skills and willingness to learn.	
C: APTITUDES AND ATTRIBUTES (Communication and interpersonal skills, organisational skills, ability to work on own initiative, to strict protocols/procedures and time scales)	<u>Essential</u> • Strong communication and stakeholder management skills. • Ability to translate technical concepts into practical recommendations. • Ability to act as a digital champion across the organisation. • Strong interpersonal skills and ability to work collaboratively. • Demonstrable initiative and enthusiasm and ability to multi-task. • A results-driven outlook. • A proactive and creative mindset with the ability to identify new opportunities. • Strong attention to detail, ensuring accuracy and consistency in all work.	Application form Interview References
D: OTHER JOB REQUIREMENTS (Physical/health requirements, specific requirements e.g. car owner/driver, full, clean, current UK Driving Licence)	<u>Essential</u> • Passion and empathy for the cause. • Ability to act as an ambassador for the overall work of the Charity. • Excellent attendance and time keeping • Car owner/driver • Full driving licence with no endorsements or acceptable endorsements • Undertake full DBS/immigration verification checks in line with MAAC policy and procedures	Application form Interview Reference
E: PERSONAL QUALITIES AND VALUES	• **RECEPTIVE** – we are **open** to new ideas and ways of working across our clinical and charity operations, providing total **transparency** to all stakeholders. • **RESPECTFUL** – we are a community-based organisation with a **'one team'** culture that embraces and encourages **honesty**. • **RESPONSIBLE** – we aim to create the best possible **future for everyone** and thrive to	Application form Interview Reference

	place **sustainability** at the heart of everything we do. • RELEVANT – we define success as **continuous improvement** and aim for **excellence** in our live-saving services and community projects. • RECOGNITION – we **value our relationships** - with staff, supporters and the wider communities we serve - **working together** to achieve the best possible patient outcome.	

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