



POST: Digital Media & Marketing Coordinator – circa £24k

RESPONSIBLE TO: Communications Manager

REPORTS TO: Communications Manager

KEY RELATIONSHIPS: Director of Income Generation and Communications
Media and Communications Coordinator
Fundraising Manager
People and Well Being Manager
Community Relationship Manager
Retail Team

LINE MANAGEMENT: None

SUMMARY & MAIN PURPOSE OF JOB

Wiltshire Air Ambulance is a small but expanding charity providing an essential Helicopter Emergency Medical Service (HEMS) to people living, working and travelling across Wiltshire. As an organisation reliant on the generosity of the public we must make the best of all available digital and creative channels.

The Digital Media & Marketing Coordinator will play a pivotal role in coordinating, developing, implementing, tracking and optimising our digital media & marketing campaigns across all digital channels.

Responsible for ensuring that WAA utilises all digital platforms available, keeping up to date with ever evolving social medial trends.

In addition, the post holder will act as 'Brand Champion' for the charity and will also work with a range of external suppliers to secure high quality and appropriate images for promotional purposes under the guidance of the Communications Manager.

KEY RESPONSIBILITIES



- Develop and oversee a digital and social media strategy to support the charity's overall fundraising strategy which needs to raise an income target of £3.75m per annum and to drive online traffic to the charity website.
- Responsible for overseeing the direction and development of the charity's website, including site maintenance, content management, creating and uploading copy and images, website banners and supporters' experience.
- Implementation of social media strategy and management of the charity's channels (including Instagram, Facebook, Twitter and LinkedIn)
- To act as the main point of contact for WAA colleagues, providing support, training and guidance for digital platforms where necessary.
- Creation of social media content (imagery and video) and copy for all channels in line with brand guidelines and strategy.
- Work with the Communications Manager to plan and manage the digital calendar for upcoming features and blog posts.
- Planning and executing online promotions, competitions and other marketing campaigns with measurable goals and objectives.
- Analysing and assessing results of digital campaigns.
- Monitoring social media for supporter comments, both positive and negative.
- Researching new online media opportunities that may benefit the charity including mobile, social media, development of blogs and forums.
- Work with the Media and Communication coordinator to integrate innovative digital and online activities into PR plans.
- Measure impact and report performance on all digital activity to the Communications Manager.
- Writing and dispatching email campaigns and communicating the charity brand through email marketing.
- Assist the Fundraising Manager to develop and optimise e-based fundraising initiatives e.g. Just Giving and Virgin Giving.
- Assist the Communications Manager with development and implementation of the charity's brand (internally and externally) to ensure compelling and consistent communication of the brand and brand values across all campaign elements, acting as the charity's 'Brand Champion'.
- Maintain and manage WAA's photographic, video and digital images library, ensuring that the necessary consents are obtained e.g. copyright, patient and public consent.
- Take photographs for promotional purposes and commission external photographers and videographers when required and agreed.
- Manage data and segmentation for direct mail in line with wider CRM strategy (e-newsletters, marketing campaigns, events etc.) and identify new segmentation ideas to manage the supporter's lifetime flow.

GENERAL DUTIES

- Carry out all work in line with the charity's vision and values.



- To act as an ambassador for the charity and assist where required at events organised by Wiltshire Air Ambulance. This may include evening/weekend work for which time of in lieu will be given.
- Participate in internal/external meetings as required.
- Undertake any training, including statutory and mandatory, as deemed necessary by the charity.
- Where appropriate communicate with patients and their relatives in a sensitive and compassionate manner.
- Observe office procedures and report potential and actual risks encountered and take action to minimise their effects.
- Support the charity's policy on equality and diversity.
- Attend performance management meetings with line manager as required.
- Identify personal development opportunities within a work context and take part in personal and professional development.
- Respect confidentiality of all information obtained whilst working for Wiltshire Air Ambulance.
- Any other duties as may be reasonably required.
- Work unsociable hours when directed.

CONDITIONS OF SERVICE

SALARY: Circa £24k

HOURS OF WORK: 37.5 hours

BASE: Wiltshire Air Ambulance, Outmarsh, Semington, BA14 6JX

CAR: No car is provided with this position. The company has pool cars, or a generous mileage allowance will be paid when travelling in your own vehicle on work-related business. Being able to drive and have use of a car is essential to this role.

FACILITIES: You will be supplied with equipment relevant to your role.

To apply, send a CV and covering letter to claire@wiltshireairambulance.co.uk. Closing date: 3 March. Interviews are planned to take place 15 March.

This job description is subject to review and alteration in light of future change or developments.

