**Job title:** Comms and Marketing Administrator

**Reports to:** Head of Communications and Marketing

**Based from:** County Gates, Ashton Road, Bristol, BS3 2JH

**Charity Profile:** We are Great Western Air Ambulance Charity, dedicated to providing air ambulance and critical care services across Bristol, North Somerset, Bath & North East Somerset, Gloucestershire, South Gloucestershire and parts of Wiltshire. From volunteers to Specialist Paramedics, from senior Consultants to retail and fundraising staff, we are a team, working to save lives that would otherwise be lost. We seek to continually develop and adapt our activities to meet the needs of local communities, whilst impacting nationally and influencing global pre-hospital care. Our work is deeply satisfying and every member of the team is committed to this service, and to saving as many lives as we can.

**Job Summary:** The Comms and Marketing Administrator will work within the Communications and Marketing Team to provide support across all aspects of administration, including dealing with incoming emails and phone enquiries, monitoring and responding to social media comments and tracking public mentions of our charity. The role provides an opportunity to gain experience across communications, marketing and PR while making a notable difference to the community GWAAC serves. You will be an enthusiastic team player with good attention to detail and a desire to learn more about communications and marketing.

**Hours of work:** 25 hours per week

**Duration:** Six month placement

**Salary:** National Minimum Wage

**Major Areas of Responsibility:**

* Support the Communications and Marketing Team, and other teams as appropriate, with a range of general administrative tasks.
* Check webpages for errors and out of date information.
* Support with managing and monitoring social media channels.
* Respond to supporters on social media and invite them to follow us.
* Help create, send out and monitor supporter communications.
* Keep contact lists and databases up to date with accurate and complete records.
* Place orders and track deliveries of marketing materials, including carrying out quality checks.
* Support with promotional events, attending some external events as required.
* Participate in creative sessions with the team to generate ideas about how to communicate with our supporters.

**Working relationships, contacts and expectations**

* Work with colleagues across the charity to provide administrative support.
* Forge close working relationships with the Communications and Marketing Team and Supporter Team to understand their needs and how you can help.
* Occasionally work unsociable hours, for example attending evening or weekend meetings or travel outside our ‘area’.
* Maintain an appropriate level of confidentiality, professionalism and discretion at all times.
* Comply with organisational policies, procedures and internal and external Codes of Conduct, regulations and laws.

This description does not attempt to describe all the activities of the post but illustrates the role with examples. It is therefore subject to alteration and development and will be reviewed with management as required.

**Person specification**

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|  | Essential | Desirable |
| Education | Evidence of a good standard of general education, to include English and numeracy | Qualifications in relevant field |
| Previous experience | Experience of administration tasks in an office environment | Communications or marketing experience |
| Skills, knowledge, ability | Good written and verbal communication skills, able to communicate with people online, in writing and on the telephone  Good IT skills with sound knowledge of various social media platforms  Knowledge of one or more of the geographical areas that GWAAC covers | Knowledge of confidentiality, GDPR and data protection requirements  Valid full UK driving licence |
| Aptitude and personal characteristics | Committed to the vision, values and work of Great Western Air Ambulance Charity  Committed to safeguarding, equality, diversity, sustainability and social responsibility  Internally driven with the ability and motivation to problem-solve and deliver high quality work  Excellent interpersonal skills, with ability to develop strong relationships, internally and externally  Able to work collaboratively as part of an effective multidisciplinary team  Able to work independently on own initiative, creating plans, timetables and structures to organise work effectively, identifying conflicting demands and establishing clear priorities  High standards, commitment to meeting deadlines and excellent attention to detail  Exceptional organisational skills, flexibility and a can-do attitude  Champion of positive change, committed to professionalism and excellence | An interest in working in a communications and marketing environment  Use of own vehicle |