

- Title:** Head of Communications & Marketing
- Reports To:** CEO
- Location:** County Gates, Ashton Road, Bristol BS3 2JH
- Company Profile:** We are Great Western Air Ambulance Charity, dedicated to providing an air ambulance and critical care service across Bristol, North Somerset, Bath & North East Somerset, Gloucestershire and South Gloucestershire.
- From fundraisers to highly skilled paramedics to senior consultants, we are a team, working to save lives that would otherwise be lost. 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.
- We seek to continually develop and adapt our activities to meet the needs of local communities, being innovative and creative in our approach.
- Job Summary:** The Head of Communications & Marketing will lead and manage the team that raises the profile of our work across all platforms. The post holder is responsible for developing the work of this team with the aim of increasing brand awareness, activating supporter engagement and increasing income.
- Hours of work:** 28 – 35 hours per week
- Duration:** Permanent
- Salary:** £30,000 - £40,000 FTE, depending on skills and experience

Areas of Responsibility:

- As part of the Senior Management Team, contribute to the overall management, leadership and development of GWAAC
- Manage the charity's entire marketing and communications function, including brand, website, design, printed materials, social media, video/photography, PR, story placement, campaign materials, newsletters, impact reporting, crisis communication plans and stakeholder and internal communications
- Lead the development of a holistic marketing and communications strategy, tactical plans and delivery schedules, in partnership with the fundraising team and other stakeholders
- Develop fundraising collateral in partnership with the Head of Fundraising
- Work in partnership with the Head of Fundraising on supporter stewardship, journeys and thanking
- Review and develop all relevant communications and marketing platforms to maximise their effectiveness
- Work with the ambulance service, helicopter operator and other stakeholders to create coherent plans to be deployed in response to crises or operational incidents
- Raise the profile of GWAAC with relevant audiences to engage supporters and generate income
- Be proactive in identifying potential areas of innovation and implementing new approaches where appropriate
- Be GWAAC's brand guardian, developing, safeguarding and promoting our brand internally and externally
- Work sensitively with former patients and bereaved families to generate case studies, where appropriate and where the patients/families desire this, bearing in mind confidentiality and the primacy of their views
- Manage, lead, mentor and develop a team of staff, and potentially volunteers, in accordance with HR policies and good practice
- Measure, evaluate and report all communications activity to the CEO and Board
- Share responsibility for monitoring out-of-hours PR and media requests in response to incidents
- Adhere to GWAAC's Code of Conduct, internal policies and procedures and external standards relating to our industry and activities

Working relationships, contacts and expectations

- Maintain positive line management relationships with the people you manage
- Work with members of the Critical Care Team and employees across the charity to create a collaborative approach to communications and marketing
- Forge close working relationships with the fundraising team, in particular the Head of Fundraising, to promote and generate opportunities and to maximise income generation

- Work with South Western Ambulance Service Foundation Trust Communications department, the helicopter provider and other air ambulance communications teams
- Occasionally work unsociable hours, for example attending evening or weekend meetings or travel outside our 'area'
- Be on call for media and digital enquiries out of hours in a timely manner
- Maintain an appropriate level of confidentiality at all times

This description does not attempt to describe all the activities of the post but rather illustrates with examples the main role of the post holder. It is therefore subject to alteration and development and will be reviewed jointly with the post holder and the CEO.

Person Specification

Skills, knowledge and experience	
Significant, demonstrable experience of managing a marketing and/or communications function	E
Proven ability to design and/or oversee effective marketing and/or communications campaigns	E
Up to date understanding and knowledge of current communication and marketing trends, with the ability to innovate	E
Experience of website management	E
Excellent communication skills with an ability to <ul style="list-style-type: none"> o prepare and deliver compelling presentations o engage with a wide range of audiences confidently and effectively o prepare high quality copy which engages the target audience o communicate effectively at all levels 	E
Understanding of the digital environment and a range of communication tools and approaches, including web analytics, SEO, PPC, information architecture and user experience	E
Excellent IT skills including Microsoft Office, CRM databases, content management systems, social media tools, media monitoring and email marketing systems	E
Experience of line managing staff, motivating, engaging and mentoring them to develop their skills and perform well for the charity	E
Experience of building effective, sustainable relationships with key stakeholders	E
Demonstrable experience of managing projects and balancing multiple priorities	E
Experience of working for a UK charity, or demonstrable knowledge of the third sector, marketing and fundraising activities	E
Senior management experience in a UK charity or not for profit organisation	D
Experienced in dealing with UK print and broadcast media	D
Familiarity with GWAAC's operational area	D
Qualification in relevant discipline	D
Personal qualities	
Committed to the vision, values and work of Great Western Air Ambulance Charity	E
Committed to safeguarding, equality, diversity, sustainability and social responsibility	E
Ability and positive motivation to effectively problem-solve	E
Excellent interpersonal skills, with ability to develop strong relationships, internally and externally	E
Ability to work collaboratively as part of an effective multidisciplinary team	E
Ability to organise and plan own work, identifying conflicting demands and establishing clear priorities	E
Ability to complete tasks and projects on time and to a high standard, demonstrating a can-do attitude and excellent attention to detail	E
Exceptional organisational skills, flexibility and ability to meet tight deadlines	E
Champion of positive change	E
A commitment to professionalism and excellence	E
Other requirements	
Willingness to work outside normal office hours from time to time, depending on the demands on the role	E
Willingness to share responsibility for responding to media contact out of hours	E
Willingness to travel regionally and occasionally nationally for events, meetings and training	E
Compliance with organisational policies, procedures and Codes of Conduct	E
Driving licence, or alternative means of travelling around our urban and rural area effectively	E