

Title: PR and Communications Coordinator
Reports To: Head of Communications and Marketing
Location: County Gates, Ashton Road, Bristol BS3 2JH



Company 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 fundraisers, to highly skilled paramedics and 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 PR and Communications Coordinator will work within the Communications and Marketing Team to support GWAAC in an array of communications and PR-focused activities and initiatives. The role will work to strengthen the charity's public profile and relevance, acquire new supporters and build strong relationships with media, high profile supporters and influencers. It will increase the value and volume of our media coverage across a range of print, broadcast, and digital channels; lead the production and delivery of our regular communications; and integrate PR stories with other content creation, third party outreach and social media. You'll be a great storyteller with a real passion for telling the stories of local people who have been supported by GWAAC, as well as those of our crew who work tirelessly to save lives.

Hours of work: 30 - 35 hours per week, across 5 days

Duration: Permanent

Salary: £26,785 FTE

Major Areas of Responsibility:

- Develop and maintain the public image of Great Western Air Ambulance Charity through all available channels.
- Plan, develop and deliver the PR strategy to increase brand awareness, engagement, donations and traffic to our website.
- Identify and build beneficial relationships with influential individuals or groups responsible for shaping public perception within our region and industry.
- Produce impactful and emotive content and secure coverage and links to boost our reach.
- Project manage the production and delivery of regular communications e.g. Impact Report.
- Provide creative, editorial and operational support for relevant fundraising and communication projects.

Specific Responsibilities of the Job:

Public Relations

- Manage all aspects of PR, including researching key contacts, developing and maintaining relationships, and generating goodwill among high profile supporters, the media and influencers.
- Develop and execute PR strategy and media outreach plans, considering all stakeholders across the organisation to gain earned coverage and mentions in print, broadcast and online media.
- Manage the press office including being the main point of contact for enquiries, coordinating all media and public relations activity, providing briefings for spokespeople and managing photo calls.
- Proactively lead and create engaging press releases, features, articles and award nominations to generate positive news coverage and secure PR opportunities to showcase our brand, service, people and activities.
- Identify and build relationships with former patients and their families to create engaging case study stories, ensuring they are dealt with respectfully and maintaining patient confidentiality as needed.
- Identify issues that could potentially damage our reputation and mitigate such risk with communications and actions that address the needs of all stakeholders.

- Monitor opinion of GWAAC and analyse, evaluate and report PR results regularly to maximize performance and inform planning.

Communications

- Communicate key areas of GWAAC's fundraising activities and services, to a range of audiences.
- Develop innovative communications plans, produce impactful and emotive content and write compelling copy to promote the charity's fundraising and awareness campaigns across the full range of print and digital channels.
- Ensure production and delivery of regular communications with various stakeholders including newsletters, publications and informational press kits for the media.
- Develop and oversee the communications library including key messaging, case studies and other assets to enable staff to communicate accurate information to supporters.
- Assist in the development of internal communications regarding organisation successes and opportunities, and distribute charity and operational news to appropriate personnel.
- Assist in coordinating and supporting the communications aspects of events alongside the Events Coordinator and the Fundraising Team.
- Ensure consistency with GWAAC's brand, values, tone of voice and professional standards in all content and communications.

Social Media

- Working with the Digital Communications and Content Coordinator, assist in the management of our social media channels, responding to enquiries and engaging with comments to nurture relationships with existing and potential supporters.
- Plan and create social media content, using scheduling platforms to publish at optimum times.
- Acquire coverage and links through digital PR using a variety of methods with the aim of increasing our ranking factor for search engine optimisation.

Stakeholder Management

- Work with the Critical Care Team to understand and report on recent operations, including stories of patients, incidents and crew recruitment and training to grow awareness of the service.
- Support with creation and implementation of donor and supporter communications and fundraising activity to ensure all receive excellent communications, maximising reach and distribution.
- Proactively identify opportunities and respond in a timely manner to influencers including journalists, bloggers and celebrities.
- Use the CRM to manage and log relevant communications.
- Liaise with print and design suppliers, creative agencies, film crews and production units as necessary.

Working relationships, contacts and expectations

- Work with members of the Critical Care Team and colleagues across the charity to create a collaborative approach to PR and communications and content creation.
- Forge close working relationships within the Communications and Marketing Team and with the Fundraising Team to promote and generate opportunities and to maximise income generation.
- Work with South Western Ambulance Service Foundation Trust communications department and other air ambulances PR and communications teams as appropriate.
- Occasionally work unsociable hours, for example attending evening or weekend meetings or travel outside our 'area'.
- Be on call for media enquiries out of hours in a timely manner, in accordance with an agreed rota.
- Maintain an appropriate level of confidentiality and discretion at all times.

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 the Head of Communications and Marketing.

Person specification

	Essential	Desirable
Education	Evidence of a good standard of general education, to include English and Maths	Qualifications in relevant field
Previous experience	Significant experience in PR, traditional and digital communications, content creation and/or marketing	Journalism or charity media/press office, agency or in-house team
Skills, knowledge, ability	<p>Up to date understanding of PR and social media developments and trends</p> <p>Experience working with media and developing strong newsworthy stories positioned relative to the target audience</p> <p>At ease dealing with the broadcast and print press with understanding of the needs and workings of local and national media, including dealing with urgent requests quickly and effectively</p> <p>Excellent written and oral communication skills with an ability to prepare and deliver compelling content, including drafting press releases, press briefings, and articles and engaging confidently with a wide range of audiences</p> <p>Excellent stakeholder management skills having built credible relationships with spokespeople, high-profile supporters and influencers, and journalists</p> <p>Experience of editorial processes and publication management including content planning, copywriting, proofreading, design and production</p> <p>Ability to design effective marketing materials as part of wider brand and marketing campaigns</p> <p>Understanding of the digital environment and a range of communication tools/approaches, including writing for SEO</p> <p>Able to support with production of photographic and video content at short notice, and familiar with Adobe suite</p> <p>Excellent IT skills including knowledge of content management systems, social media tools, media monitoring portals and email marketing</p>	<p>Understanding of the third sector and fundraising</p> <p>Proven experience of successfully pitching and selling in stories to media</p> <p>Experience of evaluating reputational risk and managing crisis communications</p> <p>Ability to handle and interpret data to identify trends and opportunities</p> <p>Experience of executing digital fundraising campaigns</p> <p>Demonstrable experience of managing projects</p> <p>Knowledge of the Fundraising Regulator Code of Conduct and the Advertising Standards Authority requirements</p> <p>Knowledge of confidentiality, GDPR and data protection requirements</p> <p>Valid full UK driving licence</p>
Aptitude and personal characteristics	<p>Able to contribute positively to team discussions and work</p> <p>Ability to plan own work, identifying conflicts and establishing priorities in order to meet agreed objectives</p> <p>Able to meet tight deadlines whilst maintaining accuracy and quality of work and excellent attention to detail</p> <p>Reliable, with good attendance and punctuality</p> <p>A can-do attitude, willing to work flexibly, on own initiative and unsupervised to solve problems</p> <p>Committed to the vision, values and work of GWAAC</p> <p>Committed to safeguarding, equality, diversity, sustainability and social responsibility</p> <p>Compliance with organisational policies, procedures and Codes of Conduct</p>	Use of own vehicle