



Great Western Air Ambulance Charity

Title: PR and Digital Communications Coordinator

Reports To: PR and Digital Communications Manager

Location: County Gates, Ashton Road, Bristol BS3 2JH

Grade: S1

Company Profile: We're the Great Western Air Ambulance Charity, dedicated to raising the funds necessary to keep an air ambulance flying and to deliver the Critical Care across Bristol, North Somerset, Bath & North East Somerset and all of Gloucestershire. From fundraisers to highly skilled paramedics and senior consultants, we are a team, working to save lives that would otherwise be lost. The job is high pressure, but it 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 PR and Digital Communications Coordinator will be responsible for working with different audiences to raise the profile of our work across a number of platforms. Working in a team of 3, we are particularly looking for someone with PR experience and strong copy-writing skills. Editorial experience will also be an advantage. All the content we put out, whether on social media, online or in print is used to spread awareness of our vital work, and to make readers as excited and interested in the Great Western Air Ambulance Charity as we are.

Hours of work: 35 hours per week

Duration: Permanent

Salary: £22,000 - £26,000

Major Areas of Responsibility:

- Producing high quality and engaging content, including copy, brand materials and multimedia content
- Project managing the writing and production of our bi-annual printed newsletter Helimed News, and our Impact Report
- Media relations
- Measurement, reporting and evaluation of all PR and communications activity

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 review jointly with the post holder and Head of Fundraising and Marketing.

- Provide creative, editorial and operational support for fundraising and communication projects
- Assisting with the daily upkeep of our social media channels especially Twitter

Specific Responsibilities of the Job:

PR & Copy-writing:

- Drafting, editing and distributing press releases to regional and industry media
- Developing relationships with key members of the press to produce engaging broadcast and written content
- Measurement and evaluation of all PR activity
- Organising PR events
- Writing blog posts and e-newsletters in line with the monthly content plan
- Writing and updating case studies
- Writing website and marketing content

Raising GWAAC's Public Profile

- Production and overseeing of publications, advertisements and communications including Helimed News and impact Report
- Support the creation and delivery of GWAAC's PR and social media communication schedule, ensuring communications fit within GWAAC's values and tone of voice
- Development and implementation of campaigns to gain coverage on new developments, corporate partnerships, community fundraising, events, patient case studies and documentaries including the management of media launches, briefings, photo calls and press conferences
- Production of both photographic and video content to back up news stories and ensure that our website remains current

Digital Communications

- Respond to enquiries from the general public channeled through GWAAC's digital platforms
- Develop a social media strategy to increase engagement across all platforms
- Assist fundraising in securing support from donors via digital platforms.
- Ensure the website is regularly updated with new content and a smooth UX for all visitors

Donor Communications

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- Responsible for communication with GWAAC supporters ensuring reach and distribution is maximized
- Drafting and implementing donor communication plans across fundraising activity to ensure all donors receive excellent communications

Misc

- Produce a variety of material for publication, including reports, summaries of research findings and articles
- Work with the Critical Care Team on patient liaison and mission reporting to grow awareness of the service
- Building relationships with ex-patients ensuring they are dealt with in a respectful and sensitive manner. Ensuring patient confidentiality at all times
- Coordinating major projects and campaigns including being responsible for liaising with film crews and production units

Working relationships, contacts and expectations

- Work with members of the Critical Care Team, fundraising and SMT to create a collaborative approach to PR and digital communications
- Forge close working relationships within the fundraising and marketing team to promote and generate opportunities and to maximise income generation
- To work with South Western Ambulance Service Foundation Trust Communications department and other air ambulances PR teams
- To occasionally work unsociable hours, for example attending evening or weekend meetings or travel outside our 'area'
- To be on call for media and digital enquiries out of hours in a timely manner
- To maintain an appropriate level of confidentiality at all times

Required Knowledge, Skills and Abilities

Essential:

- Valid full UK driving licence.
- Interest and enthusiasm for the Great Western Air Ambulance Charity.
- Demonstrable track record of working within PR/digital/communications/marketing.
- Up to date understanding of PR and digital developments.
- Experience working with the press and developing strong newsworthy stories
- Excellent communication skills with an ability to prepare and deliver compelling presentations and engage with a wide range of audiences confidently.
- Proven ability to design effective marketing materials as part of wider brand and marketing campaigns.
- Excellent copy writing skills – ability to position stories relative to the target audience.

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- Ability to organise and plan own work identifying conflicting demands and establishing clear priorities in order to meet agreed objective.
- Demonstrable experience of managing projects and balancing multiple critical priorities.
- Experience of building effective relationships with key stakeholders and the ability to enthuse and motivate others.
- Excellent IT skills including using content management systems, social media tools, media monitoring and email marketing systems.
- Ability to work as part of a multidisciplinary team and establish good working relationships at all levels.
- Able to demonstrate a good level of general education to A Level standard or equivalent.
- Able to contribute positively at team meetings.
- Ability to complete tasks and projects on time and to a high standard, demonstrating a can do attitude.
- Ability to work to tight deadlines and under pressure.
- Willingness to work flexibly – ability to be reactive and deal with media requests quickly and effectively.
- Is courteous and effective when dealing with people, exchanges information in a tactful and diplomatic manner, able to communicate effectively at all levels.
- Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.
- Ability to work unsupervised and act on own initiative.
- Excellent attention to detail.
- Outgoing with an excellent work ethic.
- Clean criminal records check may be required.

Desirable:

- Understanding of the third sector and fundraising activities.
- Understanding of the digital environment and a range of communication tools and approaches, including web analytics, SEO, PPC, information architecture and user experience.
- At ease dealing with the broadcast and print press and media and an understanding of the needs and workings of national and local media.
- Multimedia skills – familiar at producing both photographic and video content at short notice.
- Familiarity with the Adobe suite.
- Use of own vehicle.
- Degree level qualification ideally within a marketing/communications discipline.

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