



# **LINCS & NOTTS** **AIR AMBULANCE** **SAVING LIVES EVERYDAY**

Thank you for your interest in joining the Lincs & Notts Air Ambulance (LNAA). We are a friendly, inclusive and dynamic team focussed on ensuring we deliver the best possible pre-hospital critical care for the people of Lincolnshire and Nottinghamshire.

Patients are at the heart of everything we do. We are here to help save lives. Our highly skilled Crew of doctors, paramedics and pilots deliver hospital A&E level care at the scene of an incident or accident when minutes really matter. We undertake more than 1,000 missions every year, tending to patients in what is often their greatest hour of need.

We don't receive any government funding for our daily, life-saving work and so we rely on the generosity of our supporters. The communities of Lincs & Notts keep us going and without them we simply couldn't save lives.

We are on the cusp of a number of exciting changes, having recently moved into our purpose-built HQ and airbase, now operating on a 24/7 basis and registering with the Care Quality Commission (CQC) to become clinically independent, striving always to be at the cutting edge of pre-hospital critical care.

The tie that binds our team together here at LNAA is our set of values – Teamwork, Respect, Innovation, and Compassion (TRIC). We display these attributes in the way we work, how we interact with the people we come into contact with, from former patients and volunteers, to our supporters and colleagues.

We look forward to receiving your application.

Good Luck

*Karen*

Karen Jobling  
Chief Executive Officer



# WHY WORK

## HERE?

The Lincs & Notts Air Ambulance (LNAA) provides lifesaving critical care to the communities of Lincolnshire & Nottinghamshire, funded by public donations. If somebody is involved in a serious incident or suddenly taken ill, speed and time are of the essence. Giving a patient the best chance of survival, our Air Ambulance crew effectively take the A&E department to the scene of the emergency.



## STAFF BENEFITS



We offer our employees 22 days per annum annual leave, in addition to bank holidays (pro rata for part time staff) which increases by 1 additional day per completed year of service. We also offer an extra day off on your birthday.

Following completion of a 6-month probationary period, we offer access to a Health & Wellbeing Care Plan, plus an Occupational Sick Pay Scheme. We also provide a life insurance at 3 times your annual salary.

## TO APPLY

Please email a copy of your CV and cover letter clearly explaining how you meet the needs of the role to: [recruitment@ambucopter.org.uk](mailto:recruitment@ambucopter.org.uk)

Deadline for Applications: 12<sup>th</sup> December 2021



# LINCS & NOTTS AIR AMBULANCE

## JOB DESCRIPTION

**TITLE:** Digital Marketing & Communications Manager

**BASE:** Hems Way, Lincoln, LN4 2GW

**HOURS:** 37.5 hrs per week

**TYPE:** Permanent

**REPORTING TO:** Head of Communications & Marketing

**SALARY:** £32,000 - £35,000

### **Main Purpose of Role**

Working across the charity, plan and deliver creative digital marketing strategies to increase awareness and support, incorporating supporter acquisition, participation, engagement, and retention.

Identify trends and insights, recommending direction and optimising spend and performance, ensuring the charity's values, ambitions and goals are achieved.

Manage all digital marketing aspects, including brand consistency on all digital channels, and lead on external digital reputation management, advising the Head of Communications & Marketing on opportunities and concerns relating to our public image.

Develop content for a variety of media platforms, ensuring all communications are relevant, fresh and accurate.

### **Tasks and Duties**

- Develop and implement a digital marketing strategy to map out future digital marcomms development.
- Responsible for all new and existing digital marketing channels and activity. Drive the brand through all communications to support reputation, recruitment and reach among the charity's key audiences.
- Work in collaboration across the charity to develop integrated, multi-channel engagement, marketing and communication plans in line with the organisational and departmental strategies.
- Responsible for monitoring the digital marketing expenditure elements of the overall Communications & Marketing budget, taking proactive steps to address any overspends or capitalise on opportunities, to ensure the team stays within budget. Work with the Head of Communications & Marketing to make recommendations for investment.
- Lead on the tracking, evaluation, analysis and insight on all digital marketing campaigns and activity to inform strategy, campaigns, objectives and activity. Provide regular reports to the Head of Communications & Marketing.
- Manage the direction and development of the social media strategy and associated social media policies and procedures, in line with strategic objectives in order to achieve fundraising targets and increase engagement and reach. Deliver day-to-day content, communicating LNAA stories through a variety of multimedia platforms.
- Be the expert in all social media digital platforms, using technical expertise and understanding to manage online campaigns. Lead continual optimisation through a programme of insight, CRO, SEO, PPC, paid

social, display, retargeting, lead gen, A/B testing and new innovative digital marketing techniques across LNAA's digital presence. Keep up to date with latest developments in digital marketing, suggesting new innovations and reacting to online trends.

- Lead the development of a Digital Champions group to ensure effective community and charity-wide content is delivered across all social media platforms. Act as approval lead for all digital content submitted by this group.
- Working with the Head of Communications & Marketing, develop and deliver a content strategy to shape brand on digital platforms, incorporating comprehensive and insight driven supporter journeys to key targeted/strategic audiences.
- Responsible for the development and delivery of the email marketing strategy and associated policies and procedures. Lead on the delivery of the monthly newsletter, Copter Comms.
- Lead contact for all digital third-party providers managing contracts and key relationships, including website providers and SEO, PPC and AdWords consultants.
- Responsible for the management of the charity's website and associated website policies and procedures, collating feedback internally for how it can be improved, as well as supporting the delivery and oversight of future development projects and maintenance lists.
- Support the wider Marketing and Communications department's activity as required including, but not limited to; generating content and copy and writing and developing marketing collateral.
- Manage brand consistency throughout the charity and account manage digital related marketing communications support requests.
- Support the Head of Communications & Marketing in the delivery of corporate and crisis communications.

### **General duties/responsibilities**

- From time to time, the post holder may be required to work at any of the charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.
- Staff will actively promote the charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.
- All employees have a responsibility for protecting, safeguarding and promoting the welfare of children and vulnerable adults.

- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Staff should uphold and demonstrate the Charity's values – Teamwork, Respect, Compassion, Innovation.
- All staff should be aware of their responsibilities to protect the reputation of the charity e.g. social media and behaviour.
- Reporting incidents via the Datix system as part of an open and fair culture.
- Staff should be willing to undertake any activity as deemed appropriate by the charity that is in line with skills, experience and knowledge.

**Person Specification**

Job Related Criteria	Essential	How Identified	Desirable	How Identified
Qualifications (Academic, Professional & Vocational)	A levels or equivalent level of education	A/I	Degree qualification  Chartered institute of marketing membership	A/I
Previous Experience (Nature & Level)	<p>Significant experience of development and implementation of digital marketing strategies to achieve objectives</p> <p>Significant experience of working in social media and maximising reach through online optimisation advertising e.g. Facebook advertising, lead gen ads, retargeting, A/B testing and use of pixels</p> <p>A basic understanding of Wordpress and/or Expression Engine platforms</p> <p>Experience of working on multiple projects at the same time</p>	A/I	<p>Experience of working with a fundraising team</p> <p>Account management in marketing</p> <p>Working within the third sector</p> <p>Creating and editing videos and photo libraries</p> <p>Experience of using Adobe InDesign, Adobe Photoshop or other graphics/video packages to edit images and video</p> <p>Photography</p>	A/I

	Writing and delivering presentations			
Evidence of Particular: - Knowledge - Skills - Aptitudes	Excellent written and verbal communication skills, with ability to adapt copy for different digital platforms  An ability to quickly translate complex information into engaging copy and to clearly explain complex issues  Knowledge of Google Analytics, Adwords and SEO optimisation  Project management	A/I		A/I
Specific Requirements	Full, clean driving licence	A		

The above job description is a guide to the work you may be required to undertake. You may be required to undertake other duties within your capability subject to organisational requirement. This job description does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Signed \_\_\_\_\_

Date: \_\_\_\_\_