

Social Media and Digital Marketing Coordinator

Recruitment Pack

Join our lifesaving team

WILTSHIRE
+BATH AIR
AMBULANCE
Going above + beyond



Welcome

It is my pleasure to extend a warm welcome to you as you consider joining our Wiltshire and Bath Air Ambulance Charity family.

The team who work with us here at the Charity are our most important asset.

Upon joining us, you will become part of a dynamic, fast-growing organisation which is committed to being a safe and effective clinical care provider.

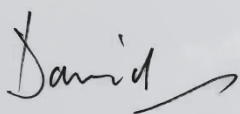
People are at the centre of everything we do; we aspire to be values driven and work together in an open and honest culture.

We believe every employee plays a part in saving lives, no matter what their role in the organisation. We are one team with one goal.

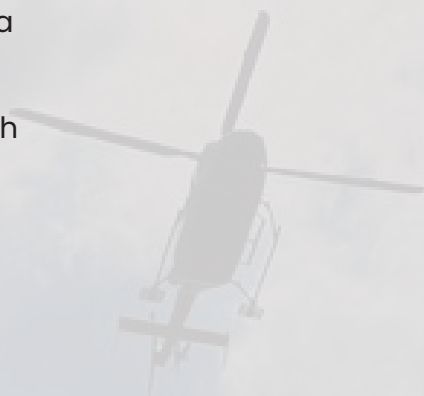
We treat everyone with dignity, value their contributions and help one another succeed.

We very much consider ourselves a family, and we hope that anyone who chooses to join us will feel as privileged as we do to work for such an amazing Charity.

We have plans in place for a very exciting future and we would love you to join us on our journey!



David Philpott
Chief Executive



OUR IMPACT



STUART FROM WESTBURY'S STORY

"They saved my life."

But it's not just my life they saved. It meant I could get married and we have our two beautiful daughters.

After collapsing at home in Westbury, they flew me to Southmead Hospital within 11 minutes. If we'd gone by road it would have taken over an hour to get there and it's unlikely I'd be telling you this story now.

WESTEK, MELKSHAM

"Choosing Wiltshire and Bath Air Ambulance Charity as our Charity of the Year has provided a focus for our fundraising and community work. Besides making a difference to such a vital local Charity, our fundraising activities are great for fostering teamwork and having fun."

Wendy Dorkin, Westek – HR Manager



IAN BEST – VOLUNTEER

"For anyone who is considering volunteering, don't just think about it, get on and do it! What else could you do that will give you so much fun, take you places you may not go to otherwise and do your bit to keep the critical service flying, all at the same time?"

Ian Best, Volunteer since 2013

JOB DESCRIPTION

POST:

Social Media and Digital Marketing Coordinator

BASED:

At our state of the art airbase in Outmarsh, Semington, BA14 6JX, where our Charity team and crew work alongside each other.

REPORTS TO:

Marketing and Communications Manager

SALARY:

£28,000-£32,000 (dependent on experience)

HOURS:

Full time, 37.5 hours per week

SUMMARY:

We are Wiltshire and Bath Air Ambulance Charity. We provide critical medical care by land and air, across our communities.

We're here when you need us most, but in the nicest possible way, we hope you won't.

The social media and digital marketing coordinator will be responsible for implementing and managing the Charity's digital presence across all platforms.

This role combines creativity with analytical thinking, requiring someone who is both an excellent content creator and a driven optimiser.

You will be supporting the delivery of a digital strategy to grow engagement, increase reach and support the Charity's income generation plan and brand awareness goals.



RESPONSIBILITIES:

Social media and content creation

- Plan, create and schedule engaging content across all key social media platforms (Facebook, Instagram, LinkedIn and TikTok)
- Working with the wider team, maintain a content calendar and ensure its alignment with key dates, events and campaigns
- Interact and respond to comments, messages and engage with followers to build community
- Collate and arrange the capture of visual content such as photos and videos
- Working alongside the marketing assistant, design branded assets such as graphics and videos/reels to promote Charity campaigns and news stories
- Segment, tag and prepare email newsletters using the Charity's CRM system and Mailchimp email platform, working alongside the marketing assistant to plan and create relevant content

Advertising, performance and reporting

- Manage Meta (Facebook/Instagram) ad campaigns, including the setup, targeting, testing and performance analysis
- Regularly monitor the Charity's ad performance, and where necessary, adjust creative, call to actions and targeting to optimise results and spend
- Utilise Google Ad Grants to run and manage search campaigns, ensuring effective keyword targeting to take advantage of the budgetary allocation, whilst always complying with Google's guidelines

RESPONSIBILITIES:

Website

- Update the Charity's content via Umbraco CMS
- Liaise with our website developers to log support tickets, make improvements and ensure the ongoing development of the Charity website
- Run regular testing, monitor and update content and components across the website to ensure it is performing correctly, content is relevant and kept up to date

Reporting and development

- Track and report on key metrics across paid-for advertising, organic social media and the website e.g. click-through rates, pay-per-click, reach and engagement using tools such as Google Analytics and individual social media platform insights
- Using reports and testing, campaigns will be reviewed, recorded and developed for future campaigns
- Stay up to date and bring new designs to the table with the ever-changing world of digital, social media, tools and trends to ensure the Charity is at the forefront of the sector
- Support the implementation of the Charity's digital and social media strategy, including participating in AI testing and rollout

PERSON SPECIFICATION

We are looking for someone who has a passion for digital storytelling and can use creative content to engage and inspire our current and new supporters across our social media and digital platforms. This role plays a key part in raising awareness, support and showcasing the lifesaving work of our Charity.

- A proven experience in a digital marketing role, with success in building exciting and engaging multi-channel campaigns
- Proven experience in managing social media platforms and ad campaigns using Meta Business Suite
- Demonstrable content creation experience
- Understanding of digital marketing principles, including email marketing, SEO, Google Ads and analytics
- A passion for digital marketing and social media
- Excellent communication skills and a keen eye for detail
- Creative and analytical thinking, with the ability to flex and change campaigns to deliver results
- Excellent engagement skills, with an ability to collaborate effectively and bring fresh, innovative ideas to the table
- Time management skills and the ability to work across multiple projects
- Experience in using design tools such as Adobe Creative Cloud, Canva or similar
- Experience in using email marketing platforms such as Mailchimp or similar
- Familiarity with CRM systems
- Proactive, enthusiastic and collaborative, with a 'can do/let's get this done' approach

PERSON SPECIFICATION

- Willingness and confidence to learn new skills
- Ability to work independently and as part of a team
- Excellent interpersonal skills, ability to liaise with people at all levels, on the telephone, face-to-face and in writing
- Ability to carry out thorough research to keep up to date with new platforms, marketing, social media, AI and advertising opportunities
- Organised and methodical, with the ability to prioritise tasks and manage a busy workload
- Empathy and passion for the aims, objectives and activities of the Charity
- Professional, reliable and responsible

BENEFITS:

We offer a generous package including 25 days annual leave plus bank holidays and your birthday off, Health Cash Plan, Group Life Assurance (3 x salary, conditional upon still being employed by the Charity), Blue Light Card discounts, up to 6% employer pension contributions, ongoing development, free parking, and access to electric vehicle charging at our airbase.

BASE:

At our state-of-the-art airbase in Outmarsh, Semington, BA14 6JX, where our Charity team and crew work alongside each other.

TRAVEL:

Being able to drive and having use of your own car is ideal given the location of the airbase and lack of public transport options. HMRC mileage allowance will be paid when travelling on work-related business.

FACILITIES:

You will be supplied with equipment relevant to your role.

This job description is subject to review and alteration in light of future change or developments.

HOW TO APPLY

To apply please send us a copy of your CV, portfolio or examples of your work and a covering letter of no more than two pages to:

kellie.chandler@wbairambulance.org.uk.

Your cover letter and portfolio/work examples should demonstrate why you are interested in applying for the role and what skills, experience and qualities you will bring.

For further information about the role please contact:
amy.noad@wbairmabulance.org.uk.

For further information about our Charity, please visit our website
wiltshirebathairambulance.org.uk/careers.

CLOSING DATE

Midday **Sunday 22 June**, with interviews taking place on **Wednesday 2 July**.