

Marketing assistant

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.

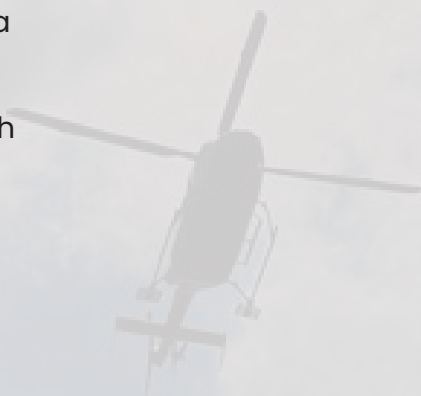
We treat everyone with dignity, value their contributions and help one another succeed.

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 journey starts with
our mission statement,
which is simple.**

We save lives.



**We do this by raising sufficient
funds to finance an air ambulance
service in Wiltshire and Bath.**

**All our activities across the
organisation are informed by our
Mission, Vision, Values and Culture.**

OUR VALUES

Teamwork



We are one team, with one goal, and embrace collective genius.

Respect



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

Passion



We are committed in mind, body and spirit.

Excellence



We aspire to be the best in everything we do and strive for continuous improvement.

Personal touch



We will be real, honest, inclusive and transparent in all our dealings with each other and our supporters.

Integrity



Every donor and supporter will be valued in exactly the same way, irrespective of size of donation or other contribution to the Charity.

Communicate



We will communicate with people so they are informed of all important matters in a timely way - whilst also recognising that some matters are personal or commercially confidential.

Planet



We will be a responsible Charity and make a difference by using local companies and where possible sourcing recycled and sustainable materials.

We have an aspiration to offset our carbon emissions where possible. Our building is fitted with energy saving light bulbs, high specification insulation and natural ventilation and cooling.

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: Marketing assistant

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: £24,570

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.

As a marketing assistant, you will play a key role in supporting the Charity's marketing and communications activities.

Your work will primarily focus on design and the creation of printed and digital materials to support the Charity and supporters.

You will work closely with the marketing and communications manager and other teams across the Charity to produce promotional materials, create content, and plan campaigns to raise awareness and support fundraising initiatives.

This role offers an excellent opportunity to develop a broad range of skills in marketing, design, and communications.



RESPONSIBILITIES:

Design and content

- Use templates to design posters, fundraising packs and other materials for events and Charity needs, with guidance from the marketing and communications manager.
- Design digital and print adverts for platforms such as Facebook, local newspapers, and websites using Adobe Creative Cloud (InDesign, Illustrator and Photoshop).
- Produce graphics for digital platforms.
- Support the creation of online web stories such as event launches and blogs.
- Work alongside the digital marketing coordinator to support broader content creation needs when necessary.
- Create templates for the wider team to support internal communications and events.

Print and distribution coordination

- Liaise with local print partners to obtain quotes and order materials.
- Arrange the distribution of marketing materials to local venues and use websites and digital platforms to promote events and campaigns.
- Create and use a database of websites and community platforms to advertise Charity campaigns and events.
- Raise purchase orders for materials.

Email marketing

- Collaborate with other teams within the Charity to create and schedule supporter engagement emails using Mailchimp.
- Build newsletters and campaigns using predefined templates to keep donors informed and engaged.

RESPONSIBILITIES:

Web content

- Use Umbraco CMS to update imagery and align website components with advertising campaigns.
- Publish news stories and blogs.

Copywriting

- Write engaging web content such as a Charity monthly impact, stories, event launches and blogs to be published on the Charity's news page.

What you'll learn

- Proficiency in tools such as Adobe Creative Cloud, Mailchimp, and Umbraco CMS.
- Practical skills in digital marketing, graphic design, and campaign coordination.
- Project management and collaboration across teams.

About you

- Creative and detail-oriented with a passion for marketing and communications.
- Excellent written and verbal communication skills.
- Comfortable using or learning digital tools and platforms like Adobe Creative Cloud, Mailchimp and Umbraco CMS.
- A team player eager to contribute and grow in a supportive environment.

PERSON SPECIFICATION

We're looking for someone with creativity, a passion for learning and in turn you'll get brilliant experience in marketing, while learning about the Charity sector and many of the key systems we use within it.

- A keen interest in pursuing a career in marketing and/or design sector.
- Proactive, enthusiastic, and collaborative, with a 'can do/let's get this done' approach.
- Excellent written and verbal communication, with strong proof-reading skills.
- Willingness and confidence to learn new skills.
- Ability to work independently and as part of a team.
- Excellent computer skills and experience using (or willingness to learn) a wide range of computer packages, including Adobe InDesign/Photoshop/Illustrator and Microsoft packages.
- 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 design, marketing, social media and advertising opportunities.
- Excellent attention to detail and accurate record keeping.
- 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@wbairambulance.org.uk

For further information about our Charity, please visit our website

wiltshirebathairambulance.org.uk/careers.

CLOSING DATE

Midday Tuesday 18 March, with interviews taking place on Wednesday 26 March.