PR Officer

Vacancy information pack
An introduction from the CEO

Hello,

It is my pleasure to extend a warm welcome to you as you think about joining our team! The people who work with us are our most important asset.

Upon joining Essex & Herts Air Ambulance (EHAAT) you will become part of a dynamic, fast growing family, committed to being a safe and effective health care provider.

We are looking for an outstanding person, experienced within the Charity sector, to help implement and drive the Trust’s communications strategy.

This application pack is designed to familiarise you with an overview of the Trust and provide you with details of our current job vacancy.

Yours sincerely

Jane Gurney
Chief Executive Officer
Mission statement

Our aim is to save lives, reduce or prevent disability, or suffering from critical illness and injury, by delivering a first class pre-hospital emergency medical service to the people of Essex, Hertfordshire and surrounding areas.

Our highly skilled and specially trained Pre-hospital Care Doctors and Critical Care Paramedics work alongside our regional partners using helicopters and Rapid Response Vehicles fitted with state-of-the-art life-saving equipment. Our Critical Care Teams are dispatched by the East of England Ambulance Service Trust.

We are here to assist everyone who lives, works, or is travelling through the region. The service is provided by the Charity free of charge to patients of all ages, from every background and faith, who require the most advanced clinical care.

Our Charity pledge to our donors

As a Charity, we rely on the generous support of the people and businesses of both counties to keep our life-saving service operational. That’s why we work hard to ensure the very highest standards of fundraising, to build a strong and sustainable future for our work.

EHAAT is a member of the Institute of Fundraising, the Fundraising Regulator, the Gambling Commission and The Lotteries Council. We abide by, and aim to exceed, the code of conduct requirements for each of these organisations, as well as for the Charity Commission for England and Wales.

Our supporters can be reassured that we put their interests at the heart of our fundraising activities. We will not share donor data with third parties or keep donors’ details on file if we have been asked to remove them.

Our Values  It’s what we say, it’s what we do, it’s who we are...

PASSIONATE - We believe in our cause and are totally committed to the service we provide. The energy and enthusiasm we show demonstrates our motivation to sustain what we do.

PROFESSIONAL - We show professionalism in every way, ensuring we do even the simple things well and that we portray the right image for our brand. We treat everyone as they would wish to be treated.

INNOVATIVE - We drive forward clinical innovations and constantly look for ways to improve what we do – encouraging initiative, being creative, learning from our mistakes and being open to making changes when needed. We are successful and lead from the front with huge drive, determination and energy.

TRUSTWORTHY - We are credible and honest; we do what we say we’ll do and we deliver high standards. We meet the needs of the patients we serve and we won’t let them down.

DEDICATED - We are loyal, kind, compassionate and considerate to each other - and to the patients we serve. We pull together as a family to achieve a common goal. We care about the cause and about each other; we are never off-duty.
EHAAT Executive Team

Chair
Board of Trustees

Chief Executive Officer

HR Manager
Executive Assistant

Medical Director  Clinical Director  Operations Director  Finance Director  Fundraising & Marketing Director

Department Team

Fundraising & Marketing Director

Head of Fundraising  Major Donor Fundraiser  Head of Marketing & Communications  Head of Retail

PR Officer  Marketing & Communications Coordinator  Digital Marketing Coordinator  Communications Administrator
Job description

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<thead>
<tr>
<th>Job Title</th>
<th>PR Officer</th>
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<tbody>
<tr>
<td>Reporting to</td>
<td>Head of Marketing &amp; Communications</td>
</tr>
<tr>
<td>Based at</td>
<td>Earls Colne, Essex</td>
</tr>
<tr>
<td>Contract</td>
<td>Permanent</td>
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<tr>
<td>Salary</td>
<td>Competitive</td>
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<tr>
<td>Start Date</td>
<td>February 2018</td>
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Criteria

Essential

- Proven experience in a similar role.
- Outstanding writing skills.
- Creative and enthusiastic.
- A highly motivated individual with a "can-do" attitude.
- Excellent professional telephone, oral, written, and IT communication skills.
- Excellent interpersonal and team working skills.
- The ability to communicate with a wide variety of audiences.
- Highly organised and efficient in managing workload.
- Ability to work on own initiative and take a proactive approach.
- The ability to inspire and motivate others to support the Charity.
- A clean driving license and have access to a vehicle.
- Willingness to work outside of standard hours including an on-call weekend rota.

Job purpose

To manage and support the delivery of EHAAT PR and marketing activity, coordinating all aspects of press and communications both working closely with the Charity’s Teams. Building relationships with media outlets and maintaining the high profile of the Charity’s events and initiatives. Overall responsibility for content management across all platforms.
Key responsibilities

1. Have strong media contacts and be the first point of contact for media issues.
2. Maintain media relations and procedures to effectively communicate and promote news and events relevant to the Trust.
3. Liaise with the Communications Departments of partners regarding missions/initiative as and when necessary including East of England Ambulance Service, other Emergency Services and other Air Ambulances.
4. Work closely with Patient Liaison Managers to develop patient stories for PR purposes.
5. Write and oversee all content to ensure high quality consistency across all channels.
6. Work with external agencies to deliver the Charity’s key messages across multimedia platforms, including radio and television.
7. Work with the Lottery team to deliver 3 raffle campaigns per year.
8. Research national, regional and local awards and enter the Trust and Staff into relevant categories.
9. Work in partnership with the Marketing and Communications Coordinator to write the content for the Charity’s magazine, Flight for Life, twice a year.
10. Work in partnership with the Marketing and Communications Coordinator to write the content for the Charity’s annual review.
11. Work with the Volunteer Coordinator to produce content for a regular volunteer newsletter.
12. Assist the Digital Marketing Coordinator to deliver the monthly ‘What’s on Guide’ and monthly ‘Eyes on EHAAT’ e-newsletter.
13. Work closely with the Head of Marketing and Communications to develop and implement the EHAAT Crisis Communications Plan.
14. Update the telephone on hold marketing message.
15. Support colleagues in preparation and proof reading of external and internal communications.
16. Support the Head of Marketing and Communications in being available out of hours Monday to Friday to deal with emergency press enquiries.
17. Assist the Head of Marketing & Communications in dealing with sensitive and non-routine correspondence relating to the role.
18. Work within the budgets set by the Fundraising & Marketing Director.
19. Raise purchase orders and maintain accurate records of invoices and purchase orders.
20. Be part of the Comms Team weekend rota.
21. Respond positively to all reasonable requests to support the Trust’s activities. This may mean that on occasions some duties may have to be conducted outside of normal working hours.
22. Be responsible for updating the Charity’s CRM system, Thank Q.
23. Be responsible for following the Procedure for Patient Consent.
24. Have regular working days at the Herts Fundraising office (at least one per month).
25. Have an understanding of all roles within the Communications team to ensure adequate cover when needed.
26. Ensure that all work complies with the Fundraising Regulator Code of Fundraising Practice and within data protection laws.
How to apply

Apply with CV and covering letter to caroline.beresford@ehaat.org

Maybe not this vacancy?

Why not join us as a volunteer?

We are glad that you’re thinking of joining our team. If you would like to know more about becoming a volunteer visit our website www.ehaat.org or send an email to volunteer.team@ehaat.org