



YORKSHIRE
AIR AMBULANCE

Registered Charity No. 1084305



Job Information Pack



PR & Engagement Manager

- 30 hours per week worked over 4 or 5 days.
- Hybrid working available with a mixture of office and home-based working.
- Days and hours to be agreed with successful candidate.
- Regular travel within Yorkshire area is expected.



Our Mission Statement:

To provide, deliver and develop with integrity, transparency and pride, state-of-the-art emergency response air ambulances for the protection of human life across Yorkshire and its environs.

About the role:

We are currently seeking to recruit an experienced, enthusiastic and confident **PR & Engagement Manager** into our Marketing & Communications team, to help grow and support this key function within the Charity.

Reporting to the Director of Marketing & Communications, the successful candidate will understand the vital contribution that PR and internal & external Communications makes to a business.

PR is key to promoting the YAA and supporting our income generation, so the successful candidate will need to engage and build strong relationships with all key stakeholders, including our fundraisers who work out in the communities. We require the successful candidate to be highly self-motivated and eager to build relationships to seek out the best PR stories for the Charity. Experience in PR is essential, with agency work or journalism an advantage. Existing and established relationships with Yorkshire press journalists would be considered highly advantageous.

This is a fantastic opportunity at the YAA and the successful candidate will have the chance to shape and drive this function, in a small but very busy team.

If you would like to be part of this high-profile, successful regional Charity and think that your skills and experience fit the bill for this exciting role... we look forward to hearing from you!



Summary of the role:

JOB TITLE	PR & Engagement Manager
LOCATION	<ul style="list-style-type: none">• Home or office based – to be agreed with the successful candidate.• Hybrid working opportunity including travelling within Yorkshire.
REPORTING TO	Director of Marketing & Communications.
HOURS	<ul style="list-style-type: none">• 30 hours over 4 or 5 days per week. To be agreed with the successful candidate. Please state preference on the covering letter.• Hours can be flexible upon agreement.• May require sporadic unsociable hours if covering events.
ADDITIONAL INFO	<ul style="list-style-type: none">• Time off in Lieu will be given if unsociable hours are worked (this won't be often) – to be agreed with Line Manager in advance.• Expenses can be claimed for work related additional costs as agreed with Line Manager.• Some lifting & handling will be required may be required to support other team functions.
JOB PURPOSE	<p>To manage and coordinate the charity's PR, Media and Communications function, maximise & generate PR and engagement opportunities for the Yorkshire Air Ambulance, alongside day to day general PR, Media and Communications duties.</p> <p>To engage with all stakeholders and build meaningful and purposeful relationships to help support income generation.</p>

Key Responsibilities and Duties

- ❖ To liaise, research, coordinate and manage all aspect of PR for the Charity.
- ❖ Preparation, management and distribution of all PR stories, including liaison with fundraising, medical and aviation teams over story leads.
- ❖ Develop and manage a comprehensive PR planner.
- ❖ Compilation and management of a patient stories library, often liaising, meeting and communicating with those who have had first-hand experience of the YAA.
- ❖ To work with the fundraising and administration departments with the drafting and distribution of communication documents, both internal and external.
- ❖ Build and develop relationships with the local media and journalists, along with trade publications.
- ❖ To research appropriate industry related awards and be responsible for compiling, drafting and submitting award applications.
- ❖ To support the Digital Marketing Manager and Social Media Executive with social media content.
- ❖ Using our data system, produce annual statistics for marketing & communications use.
- ❖ Full understanding on GDPR and data usage.
- ❖ Support the Digital Marketing Manager with website content.
- ❖ Support the Marketing team with copyrighting and content requirements.
- ❖ Planning for and attending meetings to represent the Marketing Department.
- ❖ To undertake any other duties given by the Director of Marketing & Communications.

Knowledge and Skills Required:

Essential:

- ❖ Educated to degree level or equivalent qualification/experience, in the PR field.
- ❖ Outstanding written word, grammatical and proofing skills.
- ❖ Previous experience in a PR related role within the marketing, Charity or related industries.
- ❖ Experience with dealing with the media/ journalists - existing contacts within the area advantageous.
- ❖ Excellent communication skills.
- ❖ Able to manage a variety of stakeholders.
- ❖ Experience of report writing and copyrighting.
- ❖ Excellent Computer literacy (Microsoft Office Outlook/Word/Excel/PowerPoint).
- ❖ Willingness to travel around Yorkshire as part of the role.
- ❖ Confident and highly self-motivated.
- ❖ Own transport.

Desirable:

- ❖ First-hand experience of managing business related social media channels.
- ❖ Experience of managing and updating websites.
- ❖ Experience of writing award applications.
- ❖ Experience of using Photoshop, Canva or another similar design package.
- ❖ Experience of giving presentations to large groups.
- ❖ Knowledge and application of ethical fundraising.

Skills and Abilities:

Planning for the Future - Plans to achieve their objectives within timescale, balancing short- and long-term requirements. Identifies opportunities and barriers and considers the implications of actions.

Communicating with Others - Pitches communication at the right level both verbally and in writing and checks for understanding. Good listening skills. Uses information to influence others. Able to give tough messages when required.

Leading a Team - Setting direction for a team and motivating them to deliver results.

Generating Ideas - Continually seeking to improve the service offered by the team by coming up with improved systems and processes and added value activities. Considers pros and cons and impact on team and resources.

Building Relationships - Works well with others. Co-operates willingly with others. Able to quickly build effective relationships with all levels both internally and externally and meet the needs of the individual. Treats others with dignity and respect and able to gain the trust of others. Builds strong relationships with others.

Flexibility and Adaptability - Adopts a flexible and adaptable approach. Recovers well from setbacks and resistance from others. Remains calm under pressure and focused on the task. Encourages others to do the same.

Making Decisions - Anticipates issues and takes action to address underlying cause. Reaches effective decisions by gathering and analysing relevant information balancing cost, benefit, and risk implications. Considers options, weighs up pros and cons before deciding on action.

Delivering Results - Accepts accountability and ownership. Ensures self and team delivers on time and to required standard. Has high standards and leads by examples. A good role model. Creates enthusiasm in others.

Self-Motivated - Works well on their own or as part of a team. Demonstrates a positive attitude. Energetic and enthusiastic.



Additional information:

- ❖ Salary: £30,000 pa FTE/£24,000 pa pro-rata based on 30 hours.
- ❖ Discretionary annual staff bonus scheme based on the Charity's financial performance and personal KPIs.
- ❖ 22 days paid holiday per annum plus statutory Bank Holidays (pro-rata). Time off in Lieu for any unsociable hours worked.
- ❖ Mileage claims at 45p per mile.
- ❖ Work Life/Family Balance - a commitment to helping you achieve a work life balance including flexible working opportunities, enhanced family leave packages, including maternity, paternity, and adoption/surrogacy.
- ❖ Regular team building and away days with a calendar of events and social activities.
- ❖ Commitment to training and personal development for all staff, including access to short online training sessions.
- ❖ Eligible to apply for a Blue Light Card, gaining discount at 100's of businesses.
- ❖ Contributory pension scheme (contributions matched by the Charity up to 8% and annual pensions advice).
- ❖ Life Assurance plus employee assistance programme covering Financial, Mental and Physical Wellbeing.

Closing date for this role is: Friday 25th November 2022 at 12 noon



Application process:

To apply for this position:

- ✓ Provide a CV and covering letter stating how you match the knowledge, abilities and skills required and why you are applying.
- ✓ Complete the Equal Opportunities form (*optional*)

Please email CV and covering letter back to us by forwarding it to:
recruitment@yaa.org.uk.

If you wish to discuss the job role in more detail,
please contact Abby Barmby on 07825 458 600.

Other things to note:

We reserve the right to close the vacancy early if required
and would encourage applicants to send in their
applications as soon as possible rather than waiting for the
closing date.

We encourage applications from all backgrounds and groups –
we value equality, diversity and inclusion in all our employment
practices, including recruitment, selection and induction.

If you require any documents in another format or adjustments to any
part of the recruitment & selection process, please do let us know.

GDPR & our Recruitment Privacy Statement:

The Yorkshire Air Ambulance complies by law with the Data Protection Act 2018 and the EU General Data Protection Regulation. This advises you of how the Charity collects and processes your personal data. The Privacy Statement also declares how the Charity will comply with GDPR and the Data Protection Act 2018. Please ensure you download and read the Statement on our website before completing and submitting your application for employment.





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We look forward
to receiving your
application

