



**YORKSHIRE**  
AIR AMBULANCE

Registered Charity No. 1084305



# Job Information Pack



## Social Media Executive

- 37.5 per week full time, flexible
- Hybrid - Cayley House, Elland/Remote/Home working



## 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:

Do you want to feel as though you are helping to save lives every day? When working for YAA as a Social Media Executive that is exactly what you will be doing!

This newly created role's primary aim is to support the Charity by maintaining a strong social media presence across all platforms. You will create plans and implement them by posting, monitoring, and responding. The role holder will assist in the creation of and create their own content for all social channels and assist in the creation of the overall social media strategy. You will also use analytics to support the team and other departments with targeted campaign work and reporting as well as looking to grow and expand our current platform offerings.

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:

<b>JOB TITLE</b>	Social Media Executive
<b>LOCATION</b>	Hybrid - Cayley House, Elland/Remote/Home working
<b>REPORTING TO</b>	Digital Marketing Manager
<b>HOURS</b>	37.5 hours per week, full time, flexible hours can be discussed.
<b>ADDITIONAL INFO</b>	N/A
<b>JOB PURPOSE</b>	To promote and support the Charity by maintaining and growing a strong social media presence across all platforms.

## Key Responsibilities and Duties

<p><b>Social Media Plan</b></p>	<ul style="list-style-type: none"> <li>○ Plan, design and schedule engaging content across Facebook, Twitter, Instagram and LinkedIn and other appropriate platforms</li> <li>○ Create a weekly overview plan of activity that can be shared with all Charity staff to give them visibility of upcoming activity</li> <li>○ Schedule posts for the week ahead where appropriate</li> <li>○ Engage existing and new supporters</li> </ul>
<p><b>Social Media Strategy</b></p>	<ul style="list-style-type: none"> <li>○ Work with the Digital Marketing Manager to create the Social Media Strategy for the Charity for the year ahead</li> <li>○ Identify opportunities across channels that are not yet used by the Charity and their viability for the Charity</li> </ul>
<p><b>Content Creation</b></p>	<ul style="list-style-type: none"> <li>○ Work with the wider Marketing team to create content for use across all Social Media channels</li> <li>○ Work independently to create content</li> <li>○ Liaise with Marketing team and other teams, mainly Fundraising, to share appropriate Charity events and news on social channels, such as appropriate cheque presentations, new partnerships, etc</li> </ul>
<p><b>Content/ Campaign Analysis</b></p>	<ul style="list-style-type: none"> <li>○ To provide post content/campaign analysis reports by using analytics and reporting features across the channels to assist with profiling and demographic focus</li> </ul>
<p><b>Social Media Monitoring</b></p>	<ul style="list-style-type: none"> <li>○ Monitor all social media channels for activity and interactions and respond in a timely manner where appropriate</li> <li>○ To monitor the page for trolls and unpleasant activities</li> </ul>
<p><b>Paid Social Media Advertising/Promoted Posts</b></p>	<ul style="list-style-type: none"> <li>○ Identify suitable promotions</li> <li>○ Create ads and set budgets</li> <li>○ Monitor ads</li> </ul>
<p><b>Social Media Review</b></p>	<ul style="list-style-type: none"> <li>○ Review social media activity and campaigns</li> <li>○ Use this analysis to improve future activity</li> <li>○ Review social media advertising, use analysis to improve further ads</li> </ul>
<p><b>Other requests</b></p>	<ul style="list-style-type: none"> <li>○ To undertake any other duties given by the Digital Marketing Manager and the Director of Marketing and Communications</li> </ul>

# Knowledge and Skills Required:

## Essential:

- ❖ Relevant marketing related degree or equivalent, with social media specialism or proven experience.
- ❖ Possess a thorough and proven knowledge of, and passion for, all social platforms as well as new and emerging.
- ❖ Proven showreel of relevant work, showing previous experience and a high standard of social campaign work.
- ❖ Strong written communicator, able to flex tone of voice to suit all platforms, media, and audience.
- ❖ As the social voice of the Charity's brand, you must be a creative writer/natural storyteller with attention to detail.
- ❖ Effective communicator across all peer levels.
- ❖ Customer/supporter care – empathy around what can often be a sensitive/emotive subject.
- ❖ Efficient, organised and inquisitive.
- ❖ Ability to establish and build digital relationships across various platforms and levels.
- ❖ Adaptable and able to respond to change in a fast-moving environment and identify future social trends.
- ❖ Social media planning and scheduling experience.
- ❖ Social analytics reporting experience.
- ❖ Proven record of creating engaging social campaigns.
- ❖ Team player – must be able to work alongside a dynamic and active marketing team alongside our wider Charity team.

## Desirable:

- ❖ Photography/videography experience.
- ❖ Video editing.
- ❖ Experience of running paid social campaigns.
- ❖ Data presentation/reporting.
- ❖ An understanding of traditional marketing approaches including email, events and PR.
- ❖ An eye for design – can create ready to use social graphics (Canva, InDesign, Photoshop).
- ❖ Charity experience/understanding of Charity environment.
- ❖ Events experience.

# 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.

**Team participation** – willingness to work closely within a small team, be a team player and support colleagues where necessary.

**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:

- ❖ Starting salary £23,000 pa.
- ❖ 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 evening and weekend work.
- ❖ 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 access to an Employee Assistance Programme covering Financial, Mental and Physical Wellbeing.

**Closing date for this role is: Friday 1<sup>st</sup> April 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 your CV and covering letter to us by sending it to:  
[recruitment@yaa.org.uk](mailto:recruitment@yaa.org.uk).

First interviews will take place via Zoom on Monday 11<sup>th</sup> April 2022.

If you wish to discuss the job role in more detail,  
please contact Angela Brearley, Digital Marketing Manager  
on 07900 246019.

## **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

