

Job Description

Job title: Communications & Engagement Manager
Reports to: Director of Brand and Marketing Communications
Direct reports: Events & Engagement Lead, PR and Content Lead

1. Main job purpose

The Communications & Engagement Manager plays a central role in growing awareness of, and support for, East Anglian Air Ambulance (EAAA). Working closely with the Director of Brand and Marketing Communications, this role leads the development and delivery of integrated internal and external communications strategies and delivers engagement and awareness events and charity-wide brand and marketing campaign activity.

The role blends strategic communications planning with hands-on event delivery: shaping creative face-to-face, digital and offline campaigns that acquire new supporters, deepen engagement with existing audiences and, working closely with the Fundraising and Supporter Experience teams, support long-term retention. The postholder also line manages the Events & Engagement Lead and PR and Content Lead, and acts as an internal source of event and communications expertise for teams across the charity.

2. Main duties/responsibilities

Strategy & Planning

- Work with the Head of Marketing and Digital and Heads of department in Fundraising and Supporters to develop external communications and engagement plans that integrate with charity-wide marketing, campaign, brand and income strategies.
- Develop and implement a face-to-face engagement and awareness strategy with clear objectives for acquiring new supporters and building long-term loyalty. Lead the direction, development and delivery of targeted educational, preventative and awareness campaigns that support fundraising targets and expand reach, working across multiple project leads and budget holders.
- Develop yearly charity-wide campaign plans in collaboration with other department leads, ensuring activity and messaging align with wider fundraising and marketing plans.

- Define measurable KPIs for each campaign and event, providing clear evaluation to inform future communications and engagement strategy.
- Own and manage relationships with external suppliers, such as the charity's PR agency, and event partners, acting as lead contact for all event, PR and campaign-related third-party providers.

Events & Engagement Delivery

- Lead delivery of all awareness and engagement events, recommending virtual, hybrid and in-person formats that best raise awareness of EAAA.
- Act as lead point of contact at key events, support shaping supporter journeys and event experiences and sharing best practice with the wider charity.
- Working with the volunteering team, recruit, brief and manage volunteers supporting engagement and awareness event delivery, acting as their main point of contact on event days to safeguard the charity's reputation.

Internal Communications

- Work with the Director of Brand and Marketing Communications and the Director of People and Culture to deliver an internal communications strategy, overseeing timely, relevant communications that reinforce charity culture and values.
- Support the PR and Content Lead and the People and Culture team on staff newsletters, the intranet, Temp Check, and communications at internal events.

Brand, Media & Reputation

- Ensure brand consistency across all Marketing Communications activity, including at events and in campaigns.
- Advise the Director of Brand and Marketing Communications on opportunities and risks affecting EAAA's public image.
- Support the Director of Brand and Marketing Communications with media management and crisis communications response, drawing on experience to recommend appropriate tactics.
- Support the Director of Brand and Marketing Communications and Executive Team in shaping key messaging and brand alignment, and lead on briefing and influencing teams on current messaging.
- Establish and manage relationships with external communications contacts — including other charities, corporate supporters and emergency services partners — for joint awareness initiatives where beneficial to EAAA's reputation.

Team Leadership

- Line manage the Events & Engagement Lead and PR and Content Lead: conduct appraisals and regular 1-2-1s, direct daily activity, set processes and identify training needs.
- Actively support the wider Marketing Communications team with website, social media, copywriting and other communications needs relating to events and engagement.
- Advise the Director of Brand and Marketing Communications on future resourcing needs for communications, engagement and awareness activity.

Budget, Data & Compliance

- Set and manage budgets for all communications, campaign, PR, event and engagement activity; take proactive steps to keep spend on track and deliver value for money.
- Produce financial and performance reports following each event and campaign to inform future planning.
- Oversee data capture within the Marketing Communications team, developing policies, procedures and marcomms related supporter journeys across different audience segments.
- Support delivery of the wider supporter strategy alongside the Director of Brand and Marketing Communications and Director of Fundraising and Supporters.
- Ensure all communications and engagement activity complies with relevant legislation, consent, data protection/GDPR requirements and internal policy, and is carried out safely and legally.
- Build effective working relationships with colleagues and stakeholders inside and outside the organisation, maximising value from key external partnerships.

3. General duties/responsibilities

- From time to time, the post holder may be required to work at any of the Charity's sites in line with organisational needs.
- All staff must ensure confidentiality and security of information dealt with in the course of performing their duties. They must comply with and keep up to date with Charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and Charity policies and procedures in order to ensure that their own and the health, safety and security of others is maintained.

- Staff will actively promote the Charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees should take a proactive approach to personal development in order to ensure that skillsets are aligned to the demands of the role as it evolves and develops to meet the organisation's changing needs.
- All employees have a responsibility for protecting, safeguarding and promoting the welfare of children and vulnerable adults.
- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Staff should uphold and demonstrate the Charity's values (Respectfulness, Accountability, Integrity, Support, Evolution.)
- All staff should be aware of their responsibilities to protect the reputation of the charity e.g. social media and behaviour.
- Reporting incidents via the Datix system as part of an open and fair culture.

Person specification

Education and qualifications	
Essential	Desirable
Leadership and Management qualification (ILM3) or equivalent experience	Educated to degree level or equivalent
Educated to A level or equivalent	
Experience	
Essential	Desirable
Experience working within the charity sector delivering a marketing communications and events role.	Up to date knowledge of current legislation and developments relating to fundraising and/or event management.
Experience of developing both internal and external messaging, communication plans and cohesive charity-wide brand and marketing campaigns	Understanding of Data Protection/GDPR and marketing principles
Managing media and crisis communications experience	Experience of effectively managing external suppliers.
Managing a team and the associated responsibilities	Experience of organising and managing a variety of events for different

	audiences with various objectives and goals, from start to finish.
Experience of successfully setting strategic objectives and delivering on KPIs and evidence of consistently meeting these targets	Knowledge and experience of using CRM systems.
Experience of campaign planning and working collaboratively with internal and external teams to deliver successful initiatives	
Excellent interpersonal skills, having empathy with volunteers/supporters and an understanding of their needs	
Ability to assess priorities and objectives, and work to achieve these within agreed timescales.	
Strong administration and IT skills, and an ability to maintain records and produce clear written and oral reports.	
Excellent communication skills, especially confident on the telephone and the ability to deal with a diverse range of people.	
A good team worker, who can build effective internal relationships with the ability to work with different people.	
Knowledge and skills	
Essential	Desirable
Ability to obtain and manage external suppliers.	
Creative - with the ability to identify and develop new events and campaigns.	
Ability to identify and establish new processes.	
Understanding of Marketing Communications planning and delivery	
Personal qualities	
Essential	Desirable
Full, manual, driving licence	
Professional credibility	
Appreciation and alignment towards Charity values	

