



The Great North Air Ambulance Service

Job Description

Job Title: Marketing Assistant

Department: Marketing

Main purpose of job: Responsible for supporting marketing activity to raise funds and awareness of the charity, in line with the marketing strategy and in support of the charity's fundraising strategy.

Location: Progress House, Urray Nook Road, Eaglescliffe, Stockton-on-Tees, TS16 0QB

Hours: 40 per week, to be worked flexibly in line with the needs of the business, including occasional evenings and weekends

Contract Type: Full-time, permanent

Salary Range: Band 2 £18,629 - £21,101 per annum

Relationships:

- Responsible to: Marketing Manager
- Liaise with: Key charity stakeholders, volunteers and third-party agencies and suppliers.

Key Responsibilities:

1. To work as an integral member of the Marketing Team, supporting all marketing activities including campaign marketing plans, social media output and digital output.
2. To aid development and delivery of marketing activities in support of fundraising and awareness objectives.
3. Assist the team with producing and reporting on marketing content.
4. Deliver dynamic, relevant and accurate marketing collateral for the charity's multiple income streams.
5. Develop and maintain relationships with key internal and external stakeholders to ensure campaigns and collateral are executed effectively.
6. Update the charity's website as required.
7. Utilise the charity's CRM system to ensure activities are relevant and effective.
8. Contribute ideas to maximise support.
9. General administration tasks as required.
10. Assist Marketing Manager as necessary and take on duties as required.
11. Attend training to develop skills and knowledge as necessary.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by the organisation and the overall business objectives.