



**LONDON'S
AIR AMBULANCE
CHARITY**



VACANCY INFORMATION PACK

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Registered Charity (801013)



LONDON FIREBRANDS

18

London's Air
Ambulance Charity



Advanced
Trauma
Team

With thanks to
Jim Rausing
Alessandra and Adam Frame
Dr French Foundation

London's Air Ambulance
PARAMEDIC

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INTRODUCTION FROM THE CEO

Thank you for your interest in joining our team.

Our vision is to bring hope to every one of our patients across London, when they need us most, where they need us most. Our mission is to use everything we know, our specialist skills and unmatched experience to save lives and ensure the best outcomes for every one of our patients and their families. We've recently launched a new 15 year strategy that sets out our ambitious aims and we're all striving to make sure we can achieve this.

Our service delivers an expert team of medics to a patient's side in time to make a difference. Over the years we've treated over 50,000 patients and we're dedicated to continuously develop pre-hospital care to ensure we can save the patient of tomorrow that we couldn't save today.

We are committed to building an engaged, effective and inclusive work environment. We want our employees to reach their full potential and feel proud and happy to be here. We commit to being advocates and stewards of our core values which guide everything we do, and our behaviour framework helps to describe what it looks like when we are working and interacting in a way that delivers on our values.

As you consider joining the charity, I hope this information pack will provide you with the information you need to make your application.

Yours sincerely,

Jonathan Jenkins
Chief Executive Officer

WHAT WE DO

In 2024/25 we raised £26 million (consolidated income) from our supporters and partners. Whether a one-off donation or a gift in kind, every stream of income is vital to the ongoing sustainability, growth and development of the charity. We rely on this support to continue delivering our core service, using our helicopters and rapid response cars to treat an average of six patients each day. It also helps fund various research and strategic projects, ensuring we continue to innovate and develop the medical interventions we can offer on scene.

It costs approximately £14 million (consolidated costs) to provide London with our advanced trauma team, 24 hours a day, seven days a week.

Traumatic injury is the biggest killer of people under 40 in the UK – but on the worst day of someone's life, our medics can provide hope for the patient and their loved ones.

You can read our Annual Review documents [here](#) to understand more about our key achievements and milestones from the previous financial year.



BENEFITS OF WORKING FOR US

London's Air Ambulance Charity continues to develop a supportive and enabling environment that gets the best out of our people. We promote a culture of progression and professional advancement, offering a range of learning and development opportunities.

We offer a hybrid way of working and flexibility to self-organise on the principle that organisational needs take priority, followed by team needs and then individual requirements. We acknowledge the research that demonstrates home working facilitates the deep focus that some work requires. We also believe that it is important to spend time with each other to build and strengthen relationships on a social basis, as well as for work and learning.

More information can be found [here](#).

WHO WE ARE



OUR VALUES



Compassionate

We're kind, respectful and always keen to listen to feedback.



Courageous

We're prepared to achieve our mission in challenging environments.



Pioneering

We embrace and lead change through our innovation and creativity.





EQUALITY, DIVERSITY AND INCLUSION

At London's Air Ambulance Charity we aspire to be representative of the communities we serve in London.

We acknowledge we're on a journey and we each need to contribute to make it an enriching, empowering and inclusive experience along the way.

We each commit to being advocates and stewards of our values at all times. We champion a culture of diversity and inclusion, and work to ensure every employee feels they belong.

We understand that we each need to take responsibility for contributing to positive outcomes, to build a healthy culture; enabling London's Air Ambulance Charity to be one of the best places we'll ever work, and ultimately, better serve our patients.



Digital Engagement Officer (Marketing)

Contract: Permanent

Hours: Full time

Location: Hybrid / 77 Mansell Street, London E1 8AN / The Helipad, The Royal London Hospital, Whitechapel, London E1 1BB

Team: Marketing

Reports to: Senior Digital Fundraising Manager

Reports: None

Salary: £34,000 - £38,000 plus benefits

Context

Our vision is to bring hope to every one of our patients across London, when they need us most, where they need us most. Our mission is to use everything we know, our specialist skills and unmatched experience to save lives and ensure the best outcomes for every one of our patients and their families. We're a charity that works alongside the NHS and our life-saving service is made possible by our supporters.

This is an exciting time to join London's Air Ambulance Charity. In early 2025 we developed our ambitious Engagement Strategy and are shaping our marketing team to help deliver on this. This role supports the Senior Digital Fundraising Manager to ensure our digital platforms and channels function effectively, by both bringing our mission to life and creating seamless user journeys. Through this we want to grow our reach, strengthen supporter understanding and drive action.

About the role

The Digital Engagement Officer role is key to support and strengthen the charity's digital presence. Your focus will be on *doing* – building, writing, editing, testing, analysing and continuously improving our website, emails and landing pages to increase engagement and drive measurable action.

You'll help maintain our website, collaborating with colleagues across the organisation, translating their needs into clear, impactful digital content and supporter journeys. You'll also work closely with our website agency/s to ensure our digital platforms are functioning smoothly, optimised for users and reflective of the extraordinary work of our service, ultimately creating a seamless digital experience for our supporters.

You'll also lead our email marketing, identifying key content and moments from our wider content calendar to highlight to our list of supporters via email. You'll need to be able to uncover authentic stories, again from working with colleagues across the organisation, and distil complex information, all to create content that inspires, informs and engages our audiences.

Significantly, you'll play a key role supporting on tracking and reporting results from all activity to further inform and optimise our work going forward.

Key responsibilities

The role will have the following primary areas of responsibility:

Overall

- Support the maintenance and optimisation of our website, digital platforms, landing pages and user journeys
- Build, test and deliver engaging email campaigns
- Create clear, compelling digital copy and content that supports organisational priorities
- Work collaboratively across teams and with external partners to deliver seamless digital experiences
- Contribute to a consistent, accessible and brand-aligned presence.

Website management (including landing pages, copy and content, information architecture and journeys)

- Responsible for the administration, development and continuous improvement of the charity's website, microsites and third-party integrations (such as Funraisin and EMMALive), ensuring content is accurate, accessible and engaging
- Work with stakeholders across the organisation to identify digital channel requirements and translate them into clear, user-focussed digital copy and content, aligned with SEO and CRO best practices
- Day-to-day contact with external website agency/s, working with them to deliver updates, supporter troubleshooting and maintain progress on developments
- Support the Senior Digital Fundraising Manager on larger website development projects – identifying and scoping needs, preparing briefs, testing features and reviewing user impact
- Create (or brief), edit and maintain landing pages and associated content for campaigns, appeals and organisational priorities; ensure pages follow strong UX principles, are optimised in line with brand and tone of voice guidelines and support effective supporter journeys
- Contribute to the structure, navigation and information architecture of the charity's website (front- and back-end) and platforms to refine user pathways – ensuring supporters can intuitively find relevant content and complete key actions such as donating. This includes maintaining consistent categorisation, naming, labelling, tagging and hierarchy across the site
- Monitor and maintain metadata, URLs, redirects and accessibility standards across all pages.

Email marketing

- Oversee the email content calendar, working with colleagues across the organisation and staying connected to wider comms and fundraising plans to identify key calendar moments and content to share with our list of supporters to enhance engagement
- Create compelling email campaigns, including copywriting or editing, sourcing media and imagery, designing layout and overall forming email best practice
- Carry out pre-send QA and technical checks on all emails, including accessibility, links, inbox rendering and for brand and tone of voice
- Maintain certain mailing/distribution lists, ensuring accurate list hygiene and timely sends
- Support the Senior Digital Fundraising Manager as we build, embed and improve Customer Insights Journeys across the organisation as our email marketing platform, including ensuring automated journeys support deepened engagement and retention.



Insights, analytics and optimisation

- Analyse and track website, landing page and email results, using these to identify trends and patterns and inform future page enhancements and content planning
- Produce monthly KPI reports, highlighting clear insights, take-outs, blockers and recommendations
- Use Google Analytics to monitor day-to-day (as well as campaign specific) results and supporter journeys, reporting on engagement and drop-off points and identifying any trends and insights to inform wider strategy and cross-channel success
- Work with the Senior Digital Fundraising Manager to map and shape full-funnel digital strategies and optimise supporter journeys, particularly the reach, flow and conversion of audiences to guide towards meaningful engagement
- Support the use of UTM tagging, dashboards and tracking/data tools to enable accurate monitoring of digital activity
- Contribute to a real 'test and learn' culture – with iterative enhancements based on data
- Contribute to ensuring the charity's digital presence keeps pace – in particular embedding a horizon scanning approach to inspire and stay up to date with content, fundraising, web, email and digital techniques/tactics.

Wider digital support/resilience (particularly social media) and cross-channel working

- Work closely with the Social Media Officer, assisting with social media activity (particularly multimedia content creation and scheduling) when required
- Work closely with the Social Media Officer, other key roles across the marketing team, and communications and fundraising teams, to integrate/re-purpose content, storytelling, tactics and trends to ensure all activities are appropriately aligned, consistent across channels and connected across the supporter funnel
- Participate in shared content planning and contribute ideas on how to tell stories across website, email and social channels
- Contribute to wider marketing or digital workstreams, or ad hoc digital teamwork, when required to do so.

Cross-function working

- Build key relationships across fundraising and operation colleagues to be able to understand their goals and, with the Senior Digital Fundraising Manager, translate these effectively into digital campaign approaches. Also build these relationships to surface compelling content opportunities.
- Act as a point of contact for any questions to the digital marketing team and where required, advise teams across the charity on topline digital channel best practice (particularly accessibility, audience experience and layout/content structure)
- Support digital components of brand or wider fundraising/PR/event campaigns (landing pages, website journeys, email content).

Brand safety and compliance

- Contribute to ensuring web and email content reflects our brand, values, tone of voice and is inclusive and representative of the communities that we serve
- Help maintain GDPR compliant processes, including for storing assets and data handling across website and email activities
- Provide 'hands-on' support to the organisation and communications team in crisis management situations.



Occasional duties

- Occasionally attend events (sometimes evenings/weekends) to capture stories and support digital
- Support reputation monitoring out of hours (occasional evenings/weekends) on a rota basis
- Undertake other reasonable tasks to support the digital, marketing and wider fundraising team.

The above list is not exclusive or exhaustive and the job holder may be required to undertake other duties as reasonably required.

We are a charity that delivers an advanced trauma team to London's most critically injured patients, due to the nature of our work you may occasionally be exposed to information relating to the work that we do.

About the person

We're looking for a digitally confident communicator who enjoys working across a range of channels and audiences. You'll be a strong multitasker, confident working across multiple workstreams and combining them seamlessly while maintaining excellent attention to detail and reporting to support continuous improvement. You'll be working closely with a range of colleagues from across the organisation and thrive at building relationships at all levels of the organisation. Curious about the wider digital landscape, you stay up to date with new technologies and enjoy exploring how these can strengthen our impact and strategy going forwards – helping more people connect with and support our life-saving mission.

Essential knowledge and experience

- Hands-on experience of working with website CMS or email marketing systems
- Experience working within brand guidelines to write and adapt core messaging to specific platforms and audiences
- Experience working collaboratively with colleagues across teams to gather and write/create content and support campaigns
- Experience working in a professional setting in a similar or transferable role
- Experience with copywriting and digital-first multimedia content, such as short-form video, graphics and photography.

Desirable knowledge and experience

- Experience of working with external agencies (ideally digital, media/creative or technical suppliers)
- Experience of or exposure to working with Customer Insights Journeys (or similar) to develop and build wider audience journeys
- Experience navigating and distilling complex information into something clear and audience friendly
- An understanding of GDPR and fundraising compliance rules as they relate to digital platforms and supporter data.



Skills and personal attributes

- Strong interpersonal skills, able to build valuable relationships with both internal and external stakeholders at all levels of seniority and across diverse areas of expertise
- Ability to think critically to analyse and understand data and results, and able to translate this into action
- Exceptional attention to detail and strong administrative skills
- Demonstrates excellent time management with the ability to work at pace and prioritise own workload to meet agreed targets, while remaining flexible to emerging needs and work well as part of a team
- Technically confident, able to learn/adapt to new systems quickly and curious and proactive about digital developments.

Equal opportunities policy

London's Air Ambulance Limited is committed to eliminating any discrimination and promoting diversity and equality of opportunity in all it does. It's therefore London's Air Ambulance Limited's commitment to provide equal opportunities in employment and we'll not unlawfully discriminate against job applicants, employees of the company, volunteers, workers or contract workers on the grounds of their age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation. Some of our roles, including pilots and fire crew, do require physical fitness which may factor into our recruitment process.

Rehabilitation of Offenders Act 1974

The charity meets the requirements under section (2) of the Rehabilitation of Offenders Act 1974 to ask exempted questions. Some of our roles are subject to a Basic Disclosure and Barring Service (DBS) check.

How to apply

Due to our shortlisting process and the volume of applications we receive, we ask all applicants to remove their full name and address and only include their initials in any attachments sent as part of their application.

To apply for this role please send a detailed CV and a completed Declaration Form and Supporting Statement to recruitment@londonsairambulance.org.uk, and complete the Diversity Monitoring Form online.

We ask that you submit your application as soon as possible as we reserve the right to close vacancies at any time, when we have received sufficient applications.

If you, or someone you know, requires this document in a different format please email recruitment@londonsairambulance.org.uk.

Unfortunately, we're unable to give feedback to candidates not shortlisted for interview. We do provide feedback upon request to candidates interviewed.





Who to contact

If you have any questions about this opportunity please email

recruitment@londonsairambulance.org.uk.

Selection process and timetable

A fair and equitable interview process will be conducted to select the suitable candidate for this role. If successful at shortlisting, you'll be invited to a virtual first-stage interview. If successful at first-stage interview, you'll be invited to an in-person second-stage interview. You'll be asked to complete a task during the interview process.

Deadline for applications	23:59 17 May 2026
Shortlisting outcome	21 May 2026
First interview (virtual)	28 May 2026
Second interview (in person)	9 June 2026
Outcome	10 June 2026