



Marketing and Communications Manager

Location:	Perth (Scone Airport) or Aberdeen Airport
Reports to:	Head of Individual Giving and Engagement
Line Management:	Marketing and Communications Officer, Digital Communications Officer, PR Consultant
Hours:	Full time — 37.5 hours per week
Salary:	£36,000—£40,000 per annum
Benefits:	<p>Pension: 12% employer's & 5% employee's contribution (after 3 months' service)</p> <p>Annual Leave: 36 days (incl. public holidays) + an extra day for your birthday</p> <p>Death in Service benefit: 3 times annual salary</p> <p>Optional Private Medical Insurance plan</p> <p>Employee Assistance Programme</p> <p>Enhanced Maternity/Adoption/Paternity Pay</p> <p>Access to Blue Light Card</p> <p>Learning and Development Opportunities</p> <p>Hybrid Working (minimum 2 days per week in the office)</p>

Working for Scotland's Charity Air Ambulance

Scotland's Charity Air Ambulance (SCAA) exists so nobody in Scotland suffers or dies because medical help cannot get there in time.

People can get sick or have accidents anywhere and anytime. But in Scotland there are places where urgent medical help cannot reach people. Or help gets there too late. And when lives are at risk every minute matters.

As a charity we rely on donations from the Scottish public, companies and communities to ensure that urgent medical help gets to the patient when it is needed, wherever they are and at whatever time of day.

As part of our ongoing strategy for growth and national impact, SCAA is seeking a motivated, strategic and creative individual to take ownership of our marketing and communications function — helping raise the profile of the service, strengthen brand visibility, and support our ambitious income goals.

This role will be based either in Perth, at Scone Airport, or at our Aberdeen base at Aberdeen Airport, where our emergency response helicopters and operational crew are located. The usual hours and days of work will be Monday to Friday, 9am to 5pm, however this role may involve occasional evening or weekend work, as well as the occasional requirement to provide media on-call cover. SCAA also supports flexible and hybrid working arrangements.

As part of a dynamic, purpose-driven team, you will work closely with fundraising, operations, senior leadership and frontline crew — ensuring our communications reflect the life-saving impact of our work and inspire support across Scotland.



**Marketing and Communications
Manager**

Working for Scotland's Charity Air Ambulance

Our Mission

To save lives through the urgency and quality of our response to time-critical emergencies.

Our Values

- One team in all we do
- Safety and risk alert
- Passion, care, and compassion
- Transparency, honesty, integrity
- Responsive, respectful, and inclusive

Our Vision

To provide a valued, sustainable, leading edge national air ambulance service that is integral to emergency services in Scotland.

Our Ethos

Fast, professional, responsible, innovative, visible.



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About the role

Role Purpose:

The Marketing and Communications Manager will be responsible for the strategic oversight and development of SCAA's brand, marketing and communications function.

They will lead and manage a small in-house team as well as external consultants and contractors, as required — ensuring that all content, campaigns and communications align with our brand, engage our audiences effectively, and support organisational goals across fundraising, awareness and supporter engagement.

With a strong focus on brand management, digital growth, and content oversight, this role will ensure that SCAA's voice is consistent, compelling and clearly connected to our ambition that no one in Scotland should die because help cannot get there in time.

Key Responsibilities:

Strategy, Planning, Performance & Insights

- Work with the Head of Individual Giving and Engagement on the development and lead on the delivery of a coordinated, insight-led marketing and communications strategy aligned to SCAA's organisational and fundraising objectives. Use data and supporter insight to inform content strategy, refine key messages and improve engagement outcomes.
- Act as brand champion, ensuring SCAA's tone, identity and values are embedded across all content, platforms and teams.
- Collaborate with internal stakeholders to ensure all campaigns, events, activities and appeals are supported by high-quality, consistent communications.
- Support the development and implementation of marketing insight activities, including the annual supporter survey and omnibus research, to inform strategy and improve audience understanding.
- Set and track KPIs across all areas of responsibility, providing regular reports to the Head of Individual Giving and Engagement as required.



About the role

Campaign Oversight and Integration

- Collaborate with the Individual Giving Manager and wider Fundraising team to support integrated campaign delivery, ensuring alignment across messaging, digital outputs and creative execution.
- Provide communications input and planning support to ensure campaign timelines, objectives and creative assets are delivered efficiently and effectively.
- Oversee content themes and narratives — ensuring they reflect the charity's values, purpose and brand positioning, without producing the content directly.

Digital Marketing and Website Management

- Take ownership of SCAA's established digital marketing function — driving performance, innovation and integration across email, SEO, paid social, PPC and analytics.
- Lead the strategic development and optimisation of the SCAA website to support both brand experience and supporter conversion.
- Support the marketing and communications team to ensure high-quality, consistent, and engaging digital content is created and published in line with campaigns and communications plans.
- Monitor digital performance through tools like Google Analytics, Meta Insights and CMS dashboards — using insights to inform future strategy and improvements.

Brand Leadership

- Serve as guardian of SCAA's brand, visual identity and messaging — ensuring these are applied consistently across all internal and external communications.
- Lead brand education and adoption across the charity, ensuring staff, volunteers and partners understand and reflect SCAA's values and tone.
- Oversee the production of branded assets and marketing collateral, ensuring all materials meet design and messaging standards.



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About the role

Brand Leadership continued

- Develop and maintain a centralised internal content bank — including photography, video, patient and crew stories, logos, templates and brand resources — to support consistent, efficient and high-impact communications across all teams.
- Work with external partners (creative, photographers, videographers, digital) to commission and quality-check creative outputs.

People, Budget and Resource Management

- Lead and line manage the Marketing & Communications team — providing clear direction, coaching, feedback, support and performance oversight, to ensure the team deliver against their strategic priorities and deadlines. Nurture and maintain the collaborative team culture focused on evaluation, learning, innovation, excellence and continuous improvement.
- Input into the setting, and management of the marketing and communications budget, ensuring effective procurement and value-for-money outcomes.
Oversee appointed external suppliers, freelancers and creative contractors to ensure projects are delivered on time and on brand.

Media and Public Engagement

- Lead on all earned and paid media activity in collaboration with our PR Consultant, ensuring key charity activity is supported by positive press coverage and audience reach.
- Lead on internal sign-off for media statements, press releases, and promotional opportunities.
- Support the Head of Individual Giving and Engagement with crisis communication planning and delivery — ensuring appropriate messaging, coordination and stakeholder response across channels.
- Work with internal stakeholders across all departments to support event promotion, fundraising initiatives and national awareness weeks with appropriate communications.

General responsibilities

- Maintain and improve competencies through continuous professional development.
- Work collaboratively with staff across the charity and key partners.
- Work effectively and efficiently to administration, communication, health and safety protocols and policies to ensure that organisational systems and procedures are implemented.
- Abide by organisational policies, codes of conduct and practice as described in the Staff Handbook.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or schemes or staff etc.
- Perform other associated duties as may arise, develop, or be assigned in line with the broad remit of the post.
- Be prepared to travel throughout Scotland and occasionally beyond to meet the needs of the business.



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About you

Essential

Experience:

- Previous experience in a marketing and communications management role.
- Demonstrable expertise in digital marketing, including website optimisation, SEO, email marketing and paid social.
- Hands-on experience using key digital tools such as Google Ads, Google Analytics 4 (GA4), and Google Tag Manager (GTM) to manage, track and evaluate performance.
- Experience managing multi-disciplinary teams and overseeing campaign delivery and creative production.
- Familiarity with CRM systems and segmentation tools to support targeted communications.
- Experience working with external agencies and creative suppliers.
- Experience of working within budgets.

Skills:

- Proven ability to lead on brand development and ensure consistency across teams, platforms and outputs.
- Excellent interpersonal and communication skills with the ability to influence across an organisation.

Personal Qualities:

- A commitment to our organisational values.
- Ability to inspire and motivate others with a positive mind-set.

Desirable

- Previous experience in a relevant role within a charity or purpose-led organisation.
- Proficiency in Adobe Creative Cloud design software.

Join us!

Application

To apply please email your CV and a covering letter outlining your suitability for the role, your relevant experience, and your motivations for applying to Susie Crocker—HR Officer to Recruitment@scaa.org.uk.

We advise you to refer to the 'About You' section and use this to explain your suitability for the role in your covering letter. The more you can relate your skills and experience to this role, the higher the likelihood of progressing to the interview. To find out more about the role you can also contact Susie with any questions.

As an equal opportunities employer, SCAA is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join SCAA.

Application deadline is 12 noon on Friday 20th June.

Interviews

Interviews will take place at our base at Perth Airport in Scone during either the **week commencing the 30th June or 7th July**.

We may invite candidates to participate in a second stage interview in person or remotely during the **week commencing 14th July**.

Further information will be provided if you are invited to interview.



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