



London's
Air Ambulance
Charity



VACANCY INFORMATION PACK

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Registered Charity (801013)



LONDON'S AIR AMBULANCE
PARAMEDIC

LONDON'S AIR AMBULANCE
DOCTOR

Advanced
Trauma
Team

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INTRODUCTION FROM THE CEO

Thank you for your interest in joining our team.

This is an exciting time to join London's Air Ambulance Charity. We have recently replaced our fleet of helicopters and are now focused on serving the 10 million people who visit, live and work in London for years to come.

We are extremely proud of our service which delivers rapid response and cutting-edge clinical care to save lives in London. We have a reputation as a world leader of pre-hospital care, attending over 48,000 patients over the years, on average five per day. We also provide support to the capital in times of great need, such as major incidents including the Croydon and Paddington crashes, 7/7 bombings and the Westminster, London Bridge and Fishmongers' Hall attacks.

Whether you are interested in joining our charity team or clinical operations team, every member of our workforce has a vital role in providing London with our life-saving service.

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

A red helicopter with yellow and green stripes on its side is flying in the sky. Below it, a cityscape with a river and buildings is visible.

WHAT WE DO

In 2022/23 we raised £16 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 five patients each day. The support received also helps us fund our Physician Response Unit (PRU) and strategic projects, including the expansion of our helipad facilities and vital clinical research like the Red Cell and Plasma trial.

It costs approximately £15 million (consolidated costs) to provide London with an advanced trauma care service, 24 hours a day, seven days a week.

In September 2024 we successfully concluded our Up Against Time appeal - raising £16 million to replace our two helicopters. Thanks to the support of London, our new fleet is now operational and flying our crew to the patients' side.

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 and that culture is built on contact and collaboration that creates an enhanced sense of us being all in this together.

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



WHO WE ARE

We aim to support a culture where our values are aligned with our behaviours and everyone, regardless of their role, and has a sense of belonging and knows they are making a valuable contribution to the organisation: saving more lives in London.

OUR VISION

To end preventable deaths in London from severe injury.

OUR MISSION

To save more lives in London through rapid response and cutting-edge care.

OUR VALUES

Compassionate

We care about people and put them at the heart of everything we do. We are kind, respectful and always keen to listen to feedback.

Courageous

We are prepared to achieve our mission in challenging environments. We are authentic, honest and not afraid to challenge and take calculated risks.

Pioneering

We embrace and lead change through our innovation and creativity. We are constantly learning, both from our successes and from our failures, to make sure we are always striving to improve.

OUR STRATEGY



Save time

Treating everyone who needs us, when and where they need us.



Better care

To improve patient care and to end preventable deaths.



Connecting with the people of London

To increase the number of charity givers in London who support our service.



Funding our ambitions

To ensure our financial security and sustainability to fund our organisational objectives.



Our culture

Continue to develop a supportive and enabling environment that gets the best out of our people.



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.

Our values are "**Compassionate, Courageous and Pioneering**" and we each commit to being advocates and stewards of these at all times. We exemplify our behaviour framework and champion a culture of diversity and inclusion.

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.

BEHAVIOUR FRAMEWORK

London's Air Ambulance Charity is committed to continually improving how we work, how we learn and how we interact. Each of us needs to take responsibility for contributing to a healthy culture.

In mid-2022, we rolled out our behaviour framework. The behaviours help bring our values to life and describe what it looks like when we are working and interacting in a way that delivers these. We ask all staff to commit to being advocates and stewards of these behaviours, and encourage you to hold one another to account if we fall short.

More information on our behaviour framework can be found [here](#), within the 'values and behaviours' section.



CRM Business Analyst

Contract: 12-month Fixed Term Contract
Hours: Full time
Reports to: CRM Project Manager
Location: Hybrid – Mansell Street, E1 8AN
Team: Data Team
Reports: None
Salary: £50-£60k depending on experience, and benefits

Context

London's Air Ambulance Charity needs a fully functioning CRM system to be able to deliver its strategic objectives, double its income and future-proof its life-saving service. In May we launched our new CRM Dynamics 365 with small data sets in a staggered approach working team by team. We now need to work through migrating the historic data, writing new processes for integrating and reporting on financial income streams, and developing functionality on the CRM, including launching Customer Journeys and Insights for supporter journeys. The success of the project is also reliant on ensuring adoption by the fundraising teams, through communication and training.

About this role

Working closely with the Project Manager and their team, including colleagues from across fundraising, marketing and finance, you'll play a crucial role bridging the gap between the business and the CRM.

Clear communication, understanding and excellent stakeholder engagement is vital to ensure the project is delivered on time, with the desired outcomes.

Key objectives

- To deliver a CRM system that is a central data repository and point of 'truth' for all supporter information
- Establish credibility with the project board, project team and stakeholders in the wider business
- To deliver a smooth transition through change management across the organisation to the new CRM
- To improve collaboration across the organisation, through the CRM system itself and the way we work to deliver our goals
- Working with fundraising teams to improve processes and design solutions to include processes within the CRM to make the management of our data more efficient

- Deliver training and create documentation to enable the end users to easily adopt and effectively use the new systems.

Key responsibilities

- Historic data
 - Assist with cleaning, mapping and migrating historic data to the new CRM
 - Collaborate closely with the data and project teams, as well as any external third parties
 - Test any data ready to deploy into production.
- Training and documentation
 - Work with the fundraising and data teams to identify CRM training requirements for users throughout the charity
 - Assist in creating training materials such as standard operating procedure (SOPs), videos and bite-size training
 - Devise and deliver training programmes
 - Work with the data team to create an induction programme for new users.
- Adoption and best practice
 - Hold regular 'Don't stay stuck' meetings with end users to build confidence, identify any bugs, issues and training requirements
 - Support and design processes in a way that works best for users and takes advantage of MS Dynamics functionalities
 - Provide guidance on building training guides (SOPs)
 - Assist the data team in transitioning CRM project work smoothly into business-as-usual operations
 - Solve problems and pinpoint areas for improvement at various levels of the organisation
 - Develop functionality within the CRM to bring it in line with our requirements.
 - Identify any future requirements.
- Communication
 - Communicate with all users at all levels to ensure high level of engagement and develop awareness on how to get support for the new CRM
 - Identify any current communication and deliver this using the most effective approach for maximum impact.
- Reporting
 - Identify any reporting and dashboard requirements for all levels of the business and work with the reporting manager to ensure this is delivered and fit for purpose
 - Work with the data team to identify reports for data quality controls.
- Other project activities
 - Attend monthly project board and weekly project team and fundraising team meetings
 - Work alongside the project team to maintain a good awareness of overall project activities and status
 - Assist the Project Manager in the continuous development of the project plan, including timelines, dependencies and resources
 - Assist with identifying, documenting and measuring risks and issues, supporting ongoing efforts to manage these.
- General responsibilities
 - Support the management of the CRM Project
 - Undertake any other tasks identified by the Project Manager
 - Uphold our values



- Commit to our code of conduct.

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

About the person

We're looking for a solution focused, enthusiastic Business Analyst to join our CRM project team. You'll play a key role in bridging the gap between the CRM users and the project team, ensuring that the software meets their requirements. You'll have excellent interpersonal skills and will be able to develop relationships across the whole of the organisation.

Essential knowledge and experience

- Experience within the charity/NFP sector, including fundraising
- Demonstrable experience as a business analyst or in a related role
- Working knowledge of Microsoft 365 adoption
- Working with third-party agencies to deliver business critical projects
- Strong technical knowledge of project tools i.e. processes mapping software and Devops
- Experience in creating effective training programmes and documents.

Desirable knowledge and experience

- Understanding of data migration techniques
- Good knowledge of dashboard and reporting requirements
- Understanding of good working practices in relation to equality, diversity and inclusion.

Skills and personal attributes:

- Skilled at independently running workshops and meetings, detailing requirements, raising issues and bugs
- Evidence of building strong relationships with stakeholders in a wide range of roles and levels, across the organisation
- Shows tenacity in questioning existing processes in a supportive, non-judgmental manner
- Solutions-focused, taking into consideration multiple viewpoints
- Clear and concise written and spoken communications
- Demonstrates rigorous attention to detail
- Demonstrates honesty and integrity and promotes organisational values and behaviours
- Proficient in use of all MS Office applications.

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 is therefore London's Air Ambulance Limited's commitment

to provide equal opportunities in employment and we will 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.

How to apply

To apply for this role please send a detailed CV with the completed Declaration and Supporting Statement form and Diversity Monitoring form to Recruitment@londonsairambulance.org.uk.

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 contact our recruitment team at Recruitment@londonsairambulance.org.uk

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

Who to contact

If you wish to have an informal discussion about this opportunity, please contact our Senior People Partner Nicola Kennedy on 07890 300837 or email n.kennedy@londonsairambulance.org.uk

Selection process and timetable

A fair and equitable interview process will be conducted to select the suitable candidate for this role, there will be a first-stage, formal competency and values-based interview which will include a presentation by the candidate, successful candidates from this round will be invited to a second interview.

<i>Deadline for applications:</i>	<i>24 January 2025</i>
<i>Shortlisting outcome:</i>	<i>29 January 2025</i>
<i>First interview Date:</i>	<i>7 February 2025</i>
<i>Second interview Date:</i>	<i>13 February 2025</i>
<i>Outcome:</i>	<i>15 February 2025</i>



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