



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 as we move forward with our biggest, most ambitious fundraising challenge in the charity's history, to raise an additional £15 million by 2024 to replace our two helicopters - the Up Against Time appeal.

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 43,000 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



WHAT WE DO

In 2021/22 we raised almost £12.4 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 £10 million (consolidated costs) to provide London with an advanced trauma care service, 24 hours a day, seven days a week.

Our Up Against Time appeal was launched in October 2022 to raise money to replace our two helicopters. This is the most ambitious appeal the charity has seen in its 33 year history with the need to raise an additional £15 million by 2024.

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.



Direct Marketing Officer (Face to Face Fundraising)

Contract: Permanent

Hours: Full time

Reports to: Direct Marketing Manager

Location: Hybrid working – Mansell Street, London / Home working

Team: Direct Marketing & Supporter Engagement Team

Reports: None

Salary: £30K-35K depending on experience + benefits

Context

Our vision is to end preventable deaths from trauma in the capital. To deliver this vision the Fundraising and Marketing team needs to deliver ambitious income targets – we have £15million in annual operating costs per year, and by September 2024 we need to raise an additional £15 million to replace the helicopter fleet.

It's an exciting time at the Charity – we have over 125,000 supporters who support our work through regular giving and lottery, and we actively recruit around 40,000 new Lottery players and Regular Givers each year.

About the role

As Direct Marketing Officer you'll support the development, management and optimisation of our Lottery and Regular Giving programmes through Face to Face fundraising.

This is an exciting 'front-facing' and varied role for the right applicant. You'll be working with our fantastic face to face fundraisers, our external agency contacts, as well internal stakeholders such as our paramedics and doctors and individuals within our wider charity teams including Data, Communications, Supporter Care, Community and Finance.

You will be responsible for supporting our Direct Marketing Manager to facilitate the smooth running of our Face to Face campaigns, ensuring donor recruitment targets are met and to a high standard.

You will support the Direct Marketing Manager in cultivating our relationships with our external agency partners (face to face, telephone and other suppliers as necessary) as well as supporting training, day-to-day management and monitoring of third-party fundraisers.

If you're passionate about inspiring and motivating others, and enjoy working with a broad range of stakeholders and agency partners, as well as delivering training programmes then this is the role for you!

Key responsibilities

Planning & Organising

- Work alongside the Direct Marketing Manager as a contact for all Face to Face and Direct Dialogue agency partners and campaign activity across Private Site, Door to Door and Telemarketing (currently welcome calling).

- Assist the Direct Marketing Manager on the development of annual strategic and operational plans for multiple Direct Dialogue fundraising campaigns. This currently includes Regular Giving and Lottery via Private Site and Door to Door and Telemarketing (currently welcome calling)
- Assist the Direct Marketing Manager to analyse results across all streams to ensure ROI is delivered, and to help implement contingency plans to remedy under performance as necessary.

Fundraiser Training and Engagement

- Responsible for updating and refining Fundraiser Induction Training, Enhanced Fundraiser Training, and Quarterly Refresher Training decks with up to date and relevant content.
- Work alongside the Direct Marketing Manager to deliver inspiring training sessions about London's Air Ambulance Charity's services, engaging fundraisers to be passionate about our work.
- Responsible for managing the departments' Face to Face training observation, accreditation and monitoring plan for each external Face to Face agencies that it works with. To also work alongside the Direct Marketing Manager to support on the development and implementation of an annual training and engagement plan.
- To network and build strong relationships with our operational team. This will lead to greater knowledge of how the service operates, and will feed into fundraiser training sessions and knowledge sharing.

Fundraiser and Agency Monitoring

- Responsible for the overall monitoring of fundraisers. Supports the Fundraising Compliance Officer to carry out their tasks of monitoring welcome call listening, mystery shopping and shadowing, as well as making sure they log complaints in line with internal procedure.
- Responsible for working closely with external suppliers to ensure that they are operating to the highest standards, meeting their contractual obligations and that London's Air Ambulance Charity's aims and objectives are met.
- Work alongside our Fundraising Compliance Specialist and Fundraising Compliance Officer to ensure our processes and those of our partners are compliant with the Fundraising Regulator, Gambling Commission, and Data Protection regulations.

Administration Duties

- Responsible for reviewing and recording all invoices, ensuring these match exported data, and that refunds (clawbacks) are processed appropriately by each agency. You will also work with the Finance team to ensure timely payments.
- Responsible for managing all stock including; briefing and updating creative materials and monitoring of stock of Face to Face and Direct Dialogue marketing and training materials.
- Supports the Direct Marketing Coordinator to carry out their tasks of territory management, fundraiser engagement scheme and the fundraiser focus programme.
- Responsible for managing the content for the Face to Face Fundraising section of our website.



- Assist with general team administration as necessary.

Other

- Actively promote the core values and behaviors of LAAC whilst working towards achieving the strategic objectives of the charity. Have a strong working knowledge of LAAC's vision, mission and impact.
- Comply with Health & Safety, GDPR and Gambling Regulation legislation.

About the Person

The ideal candidate must have previous campaign management experience in a similar role within the charity or private sector, and have an awareness of the challenges of face to face fundraising.

You will be a determined and passionate individual who wants to make a real difference to critically injured patients in London by being a crucial link between key internal charity stakeholders and external fundraisers, trainers and account managers.

You will enjoy working collaboratively with people and thrive on presenting, which brings to life our works and inspires our fundraisers to do the same. You will have an analytic mind, and be able to grasp facts and data to manage projects effectively.

Essential Knowledge and Experience

- Experience of monitoring, planning and implementing projects and/or campaigns to agreed deadlines often with conflicting priorities.
- Experience of inspiring and motivating others to achieve targets and deliver against campaign objectives.
- Experience of managing and presenting complex data with an excellent command of MS Excel.
- Experience of working independently with a methodical approach, as well as being able to use your own initiative.
- Excellent problem-solving skills with ability to react quickly. In particular to be able to spot adverse trends as early as possible and come up solutions.

Desirable Knowledge and Experience:

- Experience of managing external agencies and internal stakeholders to deliver successful campaigns.
- Experience of creating and delivering training programmes

- Experience in monitoring return on investment of acquisition activity, and other key performance indicators, including recommending and implementing improvement plans to successfully deliver results as set out in a budget.
- An understanding of fundraising compliance, data protection and best practice. (Fundraising best practice, Fundraising Regulator regulations, Gambling Commission regulations and Data protection regulations)
- Previous experience of working within a charity.
- Experience of Door and Private Site fundraising across Lottery and Regular Giving campaigns.

Essential Skills & Personal Attributes:

- Strong interpersonal skills, with a passion for delivering brilliant training sessions and engaging fundraisers.
- Strong written and verbal communication skills with the ability to tailor the message to fit the needs each audience.
- Excellent communication skills and a collaborative approach to teamwork.
- Process driven with excellent attention to detail.
- Ability to successfully work with internal and external stakeholders.
- Ability to be able to multi-task, work well under pressure and meet deadlines.
- IT literate with good working knowledge of MS Excel.

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 (unless, as in the case of pilots or fire crew physical fitness is essential to the performance).

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 Recruitment Specialist, 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 short Excel test and 10 minute presentation by the candidate. Successful candidates from this round may be invited to a second interview.



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