



Job Description

Job Title:	Income Generation Director
Location:	Hybrid – remote/Exeter with regular attendance at HQ, plus regular travel to other DAA sites and events as required
Reports to:	Chief Executive Officer
Hours:	37.5 hours per week
Salary:	£87,500 per annum
Key Relationships:	Senior Leadership Team, Heads of Fundraising, Communications and Retail, Trading Company Board, Trustees, staff, volunteers, supporters, partners, media and external suppliers

Summary

The Income Generation Director plays a pivotal leadership role in enabling Devon Air Ambulance to deliver its mission through strong, trusted relationships with the public, supporters, partners and stakeholders.

Responsible for the strategic leadership of income generation, communications and public engagement, the role brings together fundraising, marketing, communications and commercial activity to grow support for Devon Air Ambulance and generate long-term sustainable income.

As a member of the Senior Leadership Team, the Income Generation Director contributes to the development and delivery of the corporate strategy, providing insight, challenge and leadership across the organisation. The postholder holds responsibility for public engagement and income generation activity across both the Charity and the Trading Company, becoming a Director of the Trading Company upon successful completion of probation.

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Taking initiative • Leading the way • Achieving our best together

About the Role

Income Generation and Growth

- Provide strategic leadership for income generation, including community fundraising, individual giving, corporate partnerships, commercial activity, major gifts and appeals.
- Champion innovation and creativity in developing new income opportunities while building on established and trusted fundraising activities.
- Oversee delivery against income targets, ensuring plans are ambitious, sustainable and supported by robust monitoring and evaluation.
- Act as senior lead for significant fundraising campaigns and capital appeals linked to strategic priorities.
- Working with the Head of Retail, oversee commercial retail activity across Devon Air Ambulance's retail estate, including 23 charity shops, eBay trading and warehouse operations, ensuring strong performance and sustainable growth.

Public Engagement Strategy

- Lead the development and delivery of an integrated public engagement strategy that brings together fundraising, communications, marketing and commercial activity in support of Devon Air Ambulance's strategic objectives.
- Ensure all public-facing activity consistently reflects and reinforces the organisation's values, brand and reputation.
- Use insight, data and audience understanding to drive growth, diversify income streams and deepen engagement with supporters and communities.

Communications, Brand and Reputation

- Oversee the organisation's communications and brand strategy, ensuring clarity, consistency and trust across all channels.
- Act as a senior spokesperson for Devon Air Ambulance, including engagement with local, regional and national media.
- Oversee the management of reputational risk, issues management and external complaint handling in line with organisational policy.
- Working with the Head of Communications and Marketing, ensure effective communications during critical or emergency situations, contributing to the Emergency Response Plan as required.

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Governance, Risk and Resources

- Hold accountability for public engagement and income-related budgets, ensuring effective financial stewardship, forecasting and return on investment.
- Ensure compliance with all relevant regulatory frameworks, including fundraising regulation, marketing standards, data protection and trading activity requirements.
- Contribute to Board and Committee reporting and attend meetings as required.

Leadership & Departmental Oversight

- Provide strategic and day-to-day leadership to the Fundraising, Communications and Marketing and Retail departments, supporting Heads of Departments to deliver high-quality outcomes.
- Ensure clear objectives, performance measures and development plans are in place across teams.
- Foster a collaborative, inclusive and high-performing culture that encourages creativity, learning and shared accountability.
- Champion and lead change management initiatives, influencing colleagues at all levels to embrace innovation and adapt to evolving organisational needs.
- Ensures equality, diversity, and inclusion are embedded in all aspects of people management, influencing colleagues across the organisation to adopt and champion these principles.
- Act as a member of the Crisis Management Team when the Emergency Response Plan is activated.

Shared Responsibilities

- Always act as an ambassador for Devon Air Ambulance.
- Identify own CPD requirements and ensure maintenance of all qualifications and competencies required to undertake the role.
- Provides positive support to all members of the team and embodies the organisation's Vision, Mission, Values and Behaviours.
- May undertake duties from time to time that fall outside of the usual remit of the role.

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About You

Must Have	Nice to Have
Knowledge / Experience / Qualifications	
<ul style="list-style-type: none"> • Significant senior leadership experience within public engagement, income generation, communications, marketing or a related field. • Significant experience of delivering major public and capital appeals. • Proven track record of delivering income growth and audience engagement in a complex, values-led or customer-facing organisation. • Strong strategic capability with experience translating strategy into clear, deliverable plans. • Sound understanding of relevant regulatory and compliance requirements, including fundraising and data protection. • Experience of working with Boards, Trustees or senior governance structures. • UK Driving Licence 	<ul style="list-style-type: none"> • Experience operating across both charitable and commercial environments. • Membership of a relevant professional body. • Experience within the voluntary, charity or not-for-profit sector.
Skills	
<ul style="list-style-type: none"> • Excellent interpersonal and communication skills, with the ability to influence and have a tangible impact on income generation. • Strong leadership and coaching capability, able to motivate and develop senior colleagues. • Financial and commercial acumen, with experience of income planning, forecasting and performance monitoring. • Digitally confident, proficient user across Microsoft Office suite. 	<ul style="list-style-type: none"> • Experience of data-led marketing and audience insight. • Experience of utilising digital tools or AI to enhance engagement or efficiency.

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| <ul style="list-style-type: none">• Confident public speaker and credible senior representative. | |
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Personal Attributes	
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| <ul style="list-style-type: none">• Values-led and authentic, acting with integrity and openness.• Collaborative and inclusive, building strong cross-organisational relationships.• Resilient and adaptable, able to operate effectively in a dynamic and high-profile environment.• Creative and forward-thinking, with the confidence to innovate and take informed risks. <p>Highly committed to Devon Air Ambulance's mission and purpose.</p> | |
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