



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 enter the final stages of our biggest, most ambitious fundraising challenge in the charity's history, to raise an additional £15 million by September 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 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



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.

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 35 year history with the need to raise an additional £15 million by September 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.



Senior Communications and Fundraising Digital Manager

Contract: 12 Months Fixed Term

Hours: Full Time

Reports to: Head of Communications

Location: Mansell Street / Hybrid

Team: Marketing and Communications Team (MarComms)

Reports: x2

Pay range: Manager

Salary: £48K + benefits

Context:

This is an exciting time to join London's Air Ambulance Charity. We have just reached our fundraising target to replace our two helicopters and are planning how we can capitalise on the remarkable success of our campaign. At the beginning of 2025 we will also be launching our new 15-year strategy which will set the direction for the service until our 50th anniversary.

The MarComms team is an essential component to the success of the charity and works closely with the fundraising teams to engage new and existing charity supporters, strengthening understanding of the service and supporting brand awareness and fundraising campaigns with compelling content and solid communications strategy.

About the role:

The role is a vital cog at the heart of the charity. It shapes and develops the digital strategy and roadmap for our work and key campaigns in the short, medium and long term. It brings together all our digital functions in order to strengthen our fundraising, marketing and communications.

Leading on the development and integration of all digital channels, the role will support on the rollout of an overarching email marketing and website strategy, as well as oversee the integration of paid and organic social. The post holder will understand our different supporter groups to ensure digital work maximises supporter communications and will thrive on a fast-paced, vibrant environment.

Key objectives:

- To lead on the development and implementation of the organisation's digital communications strategy – in particular, email and website strategy (covering content and functional roadmap) as well as SEO, paid, earned and owned social. The strategy will aim to support online presence and functionality in alignment with the organisational and engagement strategies, and to optimise a range of supporter experiences
- Develop strategies and oversee integrated digital fundraising and communications campaigns across the fundraising and marketing department, including working alongside Senior Managers to provide digital expertise on all projects

Manage delivery of all earned and owned digital campaigns, providing analysis performance reports and recommendations for improvements.

Key responsibilities:

- Lead digital activity and performance across all earned and owned channels, ensuring digital KPIs are set and met
- Oversee paid digital activity and performance, guiding fundraising teams to deliver best practice and results
- Oversee integrated digital campaigns for combined fundraising and communications initiatives
- Manage the digital team, as required, ensuring appropriate recruitment, retention, development and appraisal of staff in alignment with London's Air Ambulance's values.
- Work with the Head of Comms to consider digital channels with regards to reputation management and to develop and implement digital crisis communication plans if required
- Identify relevant trends, best practice and digital opportunities to deliver maximum net income and awareness, to enable us to innovate and drive forward digital capabilities within the organisation
- Have ownership of email strategy and platform and its best practice for the charity. Work with Fundraising and Comms teams to develop email marketing plans across multiple supporter audiences according to supporter journey insight
- Provide oversight of the social media content calendar, working with the Digital Communications Officer to oversee all organic social media communications
- Procure and manage website and digital marketing agency partners, with regular account management meetings and appraisal of relationship
- Have ownership of email strategy and platform and its best practice for the charity
- Be responsible for website analytics and developing a digital test plan to optimise website performance
- Have ownership of MarComms digital tracking figures and results into the organisational dashboard
- Coordinate with the Data team to ensure data is acquired in a timely and sensitive manner to external agencies and third parties, as required.
- Support the CRM project team with the rollout of the new CRM system from a digital perspective, liaising closely with colleagues to ensure seamless integration
- Manage the Website and Digital Experience Manager and own the smooth running of the website, working to rectify any issues

General responsibilities

- Represent the charity's brand, inspiring fundraisers and the public alike
- Take responsibility for ensuring that all areas of the work undertaken follow best practice and compliance guidelines
- Actively promote the core values and behaviours of London's Air Ambulance Charity whilst working towards achieving the strategic objectives of the charity
- Have a strong working knowledge of our vision, mission and impact
- Comply with Health & Safety and GDPR legislation and relevant internal policies
- Manage the team to ensure appropriate recruitment, retention, development and appraisal of staff in alignment with London's Air Ambulance's values.

Equal Opportunities - In addition to specific criteria laid out above, each applicant will be expected to demonstrate a basic understanding of the principles of equal opportunities in relation to the post. The degree of knowledge required will depend on the level and nature of the post in question.

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



About the person

The successful candidate will have an outstanding track record of inspiring and leading on digital marketing and communications. They will have in-depth knowledge and experience of current digital trends, tactics and strategy, be able to advise on digital approaches to help deliver our organisation's vision and play a crucial role in directing and implementing key digital development projects and campaigns.

Essential knowledge and experience

- Significant experience of developing and implementing digital strategies to improve fundraising and awareness communication
- Skilled at turning data and insights into strategic digital campaigns
- Expert experience with ad serving technology, paid search, display advertising, SEO, Email marketing and social media advertising
- Website design, development and build expertise
- Experience in user journey development and CRM
- Experience of managing and developing a team
- Good understanding of GDPR and PECR
- Generating user insight, analysing data and defining business requirements.
- Social media and influencer experience
- Understanding of the Equality Act and good working practices in relation to Equality, Diversity and Inclusion.

Desirable knowledge and experience

- Experience of developing and monitoring complex budgets.
- A strong understanding of supporter behaviour, motivations and trends
- Experience of building and implementing robust, data-led and automated email marketing strategies
- Experience of the procurement process, onboarding and managing external agencies is desirable
- Experience of website design, development and build.

Skills & personal attributes:

- Strong communication and presentation skills
- Ability to work in partnership across different teams and disciplines
- Keen eye for detail and excellent copywriting skills – ability to position content relative to the target audience
- Analytical thinking and problem-solving
- Agile and collaborative approach to working and coaching
- Project management skills
- 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 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 skills test, successful candidates from this round may be invited to a second interview.

<i>Deadline for applications:</i>	<i>4 September 2024</i>
<i>Shortlisting outcome:</i>	<i>6 September 2024</i>
<i>First Interview Date:</i>	<i>16 September 2024</i>
<i>Second interview Date:</i>	<i>TBC</i>



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