



London's  
Air Ambulance  
Charity

# VACANCY INFORMATION PACK



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Registered Charity (801013)









# 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.





## Senior Major Donor Manager – Maternity Cover

**Contract:** Fixed Term Contract (12 - 14 months)

**Hours:** Full time

**Reports to:** Head of Philanthropy and Partnerships

**Location:** Mansell St / Hybrid

**Team:** Philanthropy, Partnerships and Events (PPE) team

**Reports:** Philanthropy Manager (Major Donors), Philanthropy Officer (Major Donors)

**Pay range:** Manager

**Salary:** £50,00 - £52,000 + Benefits

### **Context**

Having already raised £9.9 million for our Up Against Time Appeal, London's Air Ambulance Charity is currently in the final phase of our campaign to raise £15million by September 2024 to replace our two helicopters. With six months to go, the team are now looking at the opportunities presented by the new 15 year organisational strategy. Our Major Donor team is playing a pivotal role in raising vital funds for this ambitious Appeal and our wider Business as Usual work, allowing the charity to reach the 10 million people who live, work and travel in London.

This 12 – 14 month maternity cover will be a fantastic opportunity for someone to set the tone for Major Donor fundraising in the first phase of our new ambitious strategy, helping to inform and build both the Major Donor team and PPE team strategies. With a focus on leadership and programme management, this post will ensure that the team is in a strong starting position as we look to the next 15 years of London's Air Ambulance Charity.

### **About the role**

The Senior Major Donor Manager (maternity cover) will lead on and monitor the strategy during this time, develop the Major Donor team, steward key relationships, respond to fundraising opportunities that arise and help develop internal processes to support programme delivery.

The postholder will provide the programme with the stability, expertise and guidance needed to steer the Major Donor team through the first year of a new strategy. They will also be LAAC's expert on Major Donor fundraising during this time, developing and inspiring the team to be ambitious and results focused to ensure targets and objectives are met. The role is perfect for someone looking to invest in their leadership skills, whilst working in a high-performance environment.

### **Key objectives**

- Lead the Major Donor team and programme through a year of maternity cover, ensuring that the programme is in a strong position on the return of the substantive postholder. This will include: supporting the team to deliver on the last few months of the Up Against Time Appeal; implementing new activity plans in line with the organisational 15 year strategy; contributing to developing the PPE team and Major Donor team strategies; budgeting for the next financial year; and, building quality processes.



- Support the development of the Major Donor team and their fundraising skills through mentoring and guidance, ensuring that they are able to build a sustainable pipeline to support programme growth.
- Personally supporting with Major Donor relationships including our CEO's portfolio, stewarding our appeal donors, and supporting the Head of Philanthropy and Partnerships to make the most of opportunities that arise.

## **Key responsibilities:**

- Work with the substantive postholder in the first few weeks to understand the priorities for the 12 month period of cover, helping to inform the team plan for the end of the Up Against Time Appeal and the first year of the organisational 15 year strategy
- Work with the Head of Philanthropy and Partnerships and fellow PPE team managers to inform and shape the PPE Strategy for the first 12 months
- Manage the Philanthropy Manager (Major Donors) supporting their learning and development with regards to fundraising, pipeline development, internal influencing and management of the Philanthropy Officer (Major Donors)
- Work closely with the PPE Team and the Communications Team to develop cases for support for new restricted projects and promote this work through Special Events
- Work with the Major Donor Team, Prospect Research Manager and Supporter Experience team to build a sustainable Major Donor (£5,000+) pipeline, and start developing a mid-value programme (£1,000 - £4,999) to bridge Philanthropy and Individual Giving supporter pools
- Support the Philanthropy Manager (MD) to plan and implement the growth of the Innovation Circle as a mid-level entry point for donors
- Work closely with the CEO, Trustees, Director of Fundraising and Marketing, key stakeholders and existing supporters to map and build on their networks, mobilise introductions and asks. In particular, support the CEO to move key major donor relationships forward
- Lead on monitoring the Major Donor team budget and income, working closely with the Philanthropy Manager, Philanthropy Officer and Head of Philanthropy and Partnerships to reforecast in October 2024 and build the budget in January 2025 for the following financial year
- Help embed the new CRM (Microsoft Dynamics) in the Major Donor team, working with fellow programme managers and the Data Team to lead on process development and best practice
- Work with the Major Donor team and Supporter Experience team to improve the gathering and recording of Gift Aid for major gifts to help maximise income.

## **General:**

- To be an ambassador and advocate of London's Air Ambulance at external events and meetings and actively seek opportunities to promote and support our work.
- Actively promote the core values and behaviours of LAAC whilst working towards achieving the strategic objectives of the charity.
- Have a strong working knowledge of LAAC's vision, mission and impact.
- To comply with General Data Protection regulations, ensuring that information on supporters remains confidential.





## **Key Relationships:**

- CEO and Directors Group
- Trustee Board
- Senior Volunteers
- Lead Operational staff
- Major Donor Portfolio
- Philanthropy, Partnerships and Events Team

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.

## **Person Specification**

### **About the Person**

The successful candidate will be an experienced major donor fundraiser, looking to develop their leadership skills. You will need to be confident, ambitious and results-focussed, working closely with a dynamic team to make the most out of every opportunity offered. You will possess outstanding oral and written communication and influencing skills, and will have the presence, gravitas and sensitivity to operate effectively at all levels.

### **Essential Knowledge and Experience**

- Significant experience of securing and maintaining relationships with and securing funds from (U)HNWI at a strategic level (£100k+) for a minimum of 2 years
- Demonstrable experience of developing and monitoring income and expenditure budgets
- Understanding of pipeline monitoring and management
- Understanding of the Equality Act and good working practices in relation to Equality, Diversity and Inclusion.

### **Desirable Knowledge and Experience**

- Experience of line-management, in particular developing a team to deliver targets
- Prior experience of Microsoft Dynamics, Office 365 and SharePoint
- Experience of managing and growing a Giving Circle
- Experience of working in a medically-focussed environment

### **Skills & Personal Attributes:**

- An ability to build and manage excellent working relationships



- An ability to communicate persuasively with a variety of individuals/audiences (orally and in writing)
- A combination of personal sensitivity, creativity and tact that is needed when working with prospective major donors
- Strong organisational skills with the ability to prioritise plan and achieve goals
- A highly ambitious, proactive and motivational team leader
- A natural ability to be creative and problem solve, with a 'trial-and-adapt' approach
- A willingness to lead on and personally build best-practice processes that will support fundraising and projects
- IT literate and up to date working knowledge and application of GDPR.
- Demonstrates honesty and integrity and promotes organisational values and behaviours
- Other
- Willingness to travel throughout London and work evenings as required (TOIL policy available for out of hours working).

## **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 organisation, 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](mailto: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](mailto: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](mailto:n.kennedy@londonsairambulance.org.uk)

## **Selection process.**

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.





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