

Events Manager

Vacancy information pack





Introduction from the CEO

Hello,

It is my pleasure to extend a warm welcome to you as you consider joining our EHAAT family. The team who work with us are our most important asset. Upon joining us, you will become part of a dynamic, fast growing organisation which is committed to being a safe and effective clinical care provider.

All of our actions are guided by our values – passionate in going the extra mile, professional in treating everyone as they would wish to be treated, innovative in driving forward best clinical practice, inclusive in creating a safe environment where everyone feels comfortable being themselves, trustworthy in working openly and honestly and dedicated because we care about the cause, our patients and each other.

We very much consider ourselves a family, and we hope that anyone who chooses to join us will feel as privileged as we do to work for such an amazing charity. We have plans in place for a very exciting future and we would love you to join us on our journey!

Yours sincerely,

Jane Gurney
Chief Executive Officer





Our mission statement

Our aim is to save lives, reduce or prevent disability, or suffering from critical illness and injury, by delivering a first class pre-hospital emergency medical service to the people of Essex, Hertfordshire and surrounding areas.

Our highly skilled and specially trained pre-hospital care doctors and critical care paramedics work alongside our regional partners using helicopters and rapid response vehicles fitted with state-of-the-art life-saving equipment. Our critical care teams are dispatched by the East of England Ambulance Service NHS Trust.

We are here to assist everyone who lives, works, or is travelling through the region. The service is provided by the charity free of charge to patients of all ages, from every background and faith, who require the most advanced clinical care.

Our values:

It's what we say, it's what we do, it's who we are...



Passionate

We believe in our cause and are totally committed to the service we provide. The energy and enthusiasm we show demonstrates our motivation to sustain what we do.



Trustworthy

We are credible and honest; we do what we say we'll do and we deliver high standards. We meet the needs of the patients we serve and we won't let them down.



Professional

We show professionalism in every way, ensuring we do even the simple things well and that we portray the right image for our brand. We treat everyone as they would wish to be treated.



Dedicated

We are loyal, kind, compassionate and considerate to each other – and to the patients we serve. We pull together as a family to achieve a common goal. We care about the cause and about each other; we are never off-duty.



Innovative

We drive forward clinical innovations and constantly look for ways to improve what we do – encouraging initiative, being creative, learning from our mistakes and being open to making changes when needed. We are successful and lead from the front with huge drive, determination and energy.



Inclusive

Our goal is to attract, develop and retain talent from across society. This requires a culture of inclusion where all individuals feel respected and are treated fairly. Colleagues must act appropriately and treat each other with respect by listening to different viewpoints, opinions, thoughts and ideas, embracing and actively promoting a culture of inclusion.

Job description

Job title	Events Manager
Reporting to	Head of Income Generation
Based at	North Weald
Contract	Appointment will be made on a permanent basis with a 6-month probationary period
Working pattern	30 hours/4 days a week
Pension	Automatic enrolment to our pension scheme after 3 months
Annual leave	24 days plus bank holidays pro rata
Salary	£29,600pa (£37,000 FTE)

Job purpose

The role of the Events Manager at EHAAT is to ensure that our key charity events are planned, coordinated and executed to create memorable experiences and achieve specific charity objectives of awareness, engagement, and income generation.

In addition, the Events Manager will oversee the coordination of internal non-income-generating events across the charity, such as organisational team days, and celebratory events.

The successful candidate will develop and implement a strategy in order to grow the events team income stream into financial equilibrium for the year 2025/26 and then into net profit and growth thereafter.



A close-up of a red jacket with the Essex & Herts Air Ambulance logo and name printed on it. The logo is a yellow and red circular emblem.

Key responsibilities

Financial Management

- Manage event budgets ensuring cost-effective use of resources.
- Be responsible for the events team’s income generation targets and non-financial performance. Provide monthly reports for both the Head of Income Generation and the Fundraising & Marketing Director.

Planning & Strategy

- Create an events strategy that aligns with the charity’s objectives and income generation targets.
- Assess event trends and conduct thorough research to identify recommendations for the introduction of new income generating events.
- Ensure the charity’s events calendar is up to date and communicated.

Coordination

- Manage all logistical aspects of EHAAT charity events (digital and in-person) from conception through to delivery with detailed event timelines to ensure smooth execution, including marketing, resourcing, equipment, health & safety, and contractor management.
- Ensure communication to all stakeholders, including charity team members and volunteers, is effective and inclusive.

Evaluation and Reporting

- Create opportunities to collect feedback and objectively analyse comments received.
- Present post event evaluation, including performance metrics and opportunities for improvement to event stakeholders.

Collaboration

- Chair event committees consisting of external and internal representatives.
- Build existing, and develop new relationships with contacts, groups, corporate partners, venues and organisations across Essex and Hertfordshire to actively support and promote events.
- Attend regular networking events to promote the charity’s work and events.
- Working closely with the Corporate Fundraising Manager, identify opportunities to increase supporter sponsorship engagement at events.
- Line manage, support and encourage the professional development of the Events Coordinator and monitor performance against agreed objectives and income generation targets.
- As EHAAT is a patient focused emergency medical charity, it is essential that all our team are competent and confident in the delivery of CPR and use of an AED (defibrillator) in an emergency. For this reason, you will be trained in CPR and AED awareness annually.

Person specification

Essential

- Highly organised with acute attention to detail.
- Strong people management skills including coaching and development people at all levels
- Commercial acumen with strong focus on ROI
- Strategic vision for departmental growth
- Knowledge of trends in event fundraising
- Events management experience, both in person and virtually
- Budget planning, forecasting, monitoring and delivering income to target.
- Resilient and able to multi task, problem-solve and work to tight deadlines.
- Empathetic listener who can connect and build a positive rapport with team members.
- Ability to collaborate and work as part of a team.
- Great communicator who can speak with a diverse range of stakeholders, and can convey information accurately and clearly

Desirable

- Experience of charity sector
- Experience of charity fundraising
- Experience of working with production and tech teams to understand the technology needed to deliver events

How to apply

To apply please submit a completed application form in Word format (**NO CVs**) and our Equality and Diversity Form to recruitment@ehaat.org by 11:59pm on 25th August 2024.

Please address in your response how you meet the personal specification for the role as fully as possible to demonstrate why you should be shortlisted for interview.

Offers of appointment will be subject to receipt of satisfactory references.

Information if you have a disability

We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. We encourage you to let us know if you have any requirements at any stage of the recruitment process.



Equality, Diversity & Inclusion

We are committed to becoming an inclusive organisation that represents all aspects of the communities we serve. We recognise that this is a journey and that there is a lot of hard work ahead. We celebrate diversity of background and thought in our ambition to create a workplace where everyone feels empowered and able to bring their authentic self to work each day. We collect EDI information for monitoring purposes only and it will not be used in any decisions affecting your application.

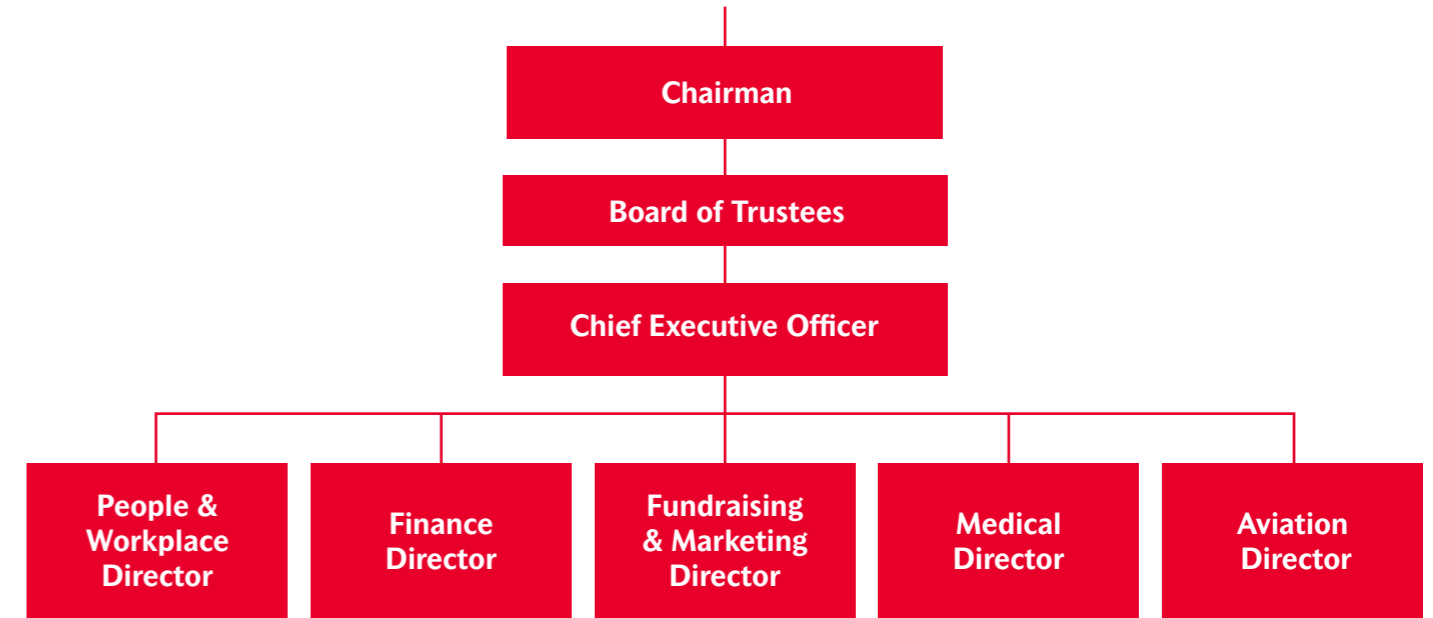
Not this vacancy? Why not join us as a volunteer? If you would like to know more about becoming a volunteer visit our website ehaat.org or send an email to volunteer.team@ehaat.org



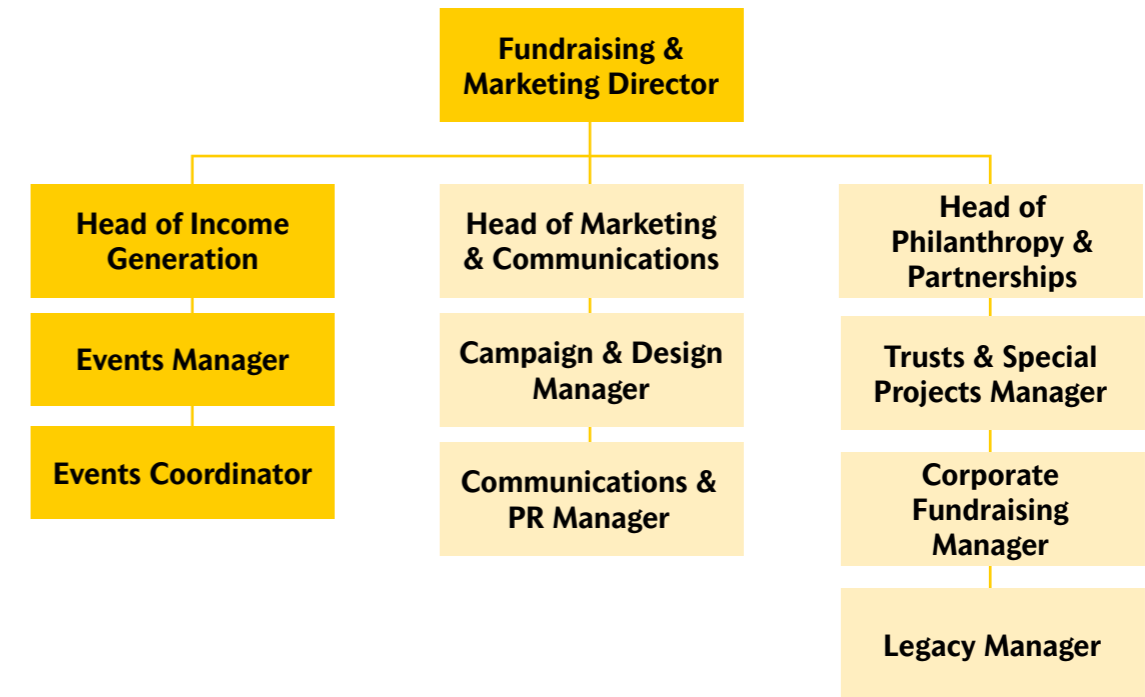
“ I just wanted to say it felt really good to be able to speak honestly, and reassuring that the organisation are so keen to act on lessons learned. I feel so supported and admire decisions being made, and how inclusive EHAAT is to everybody’s individual circumstances. ”

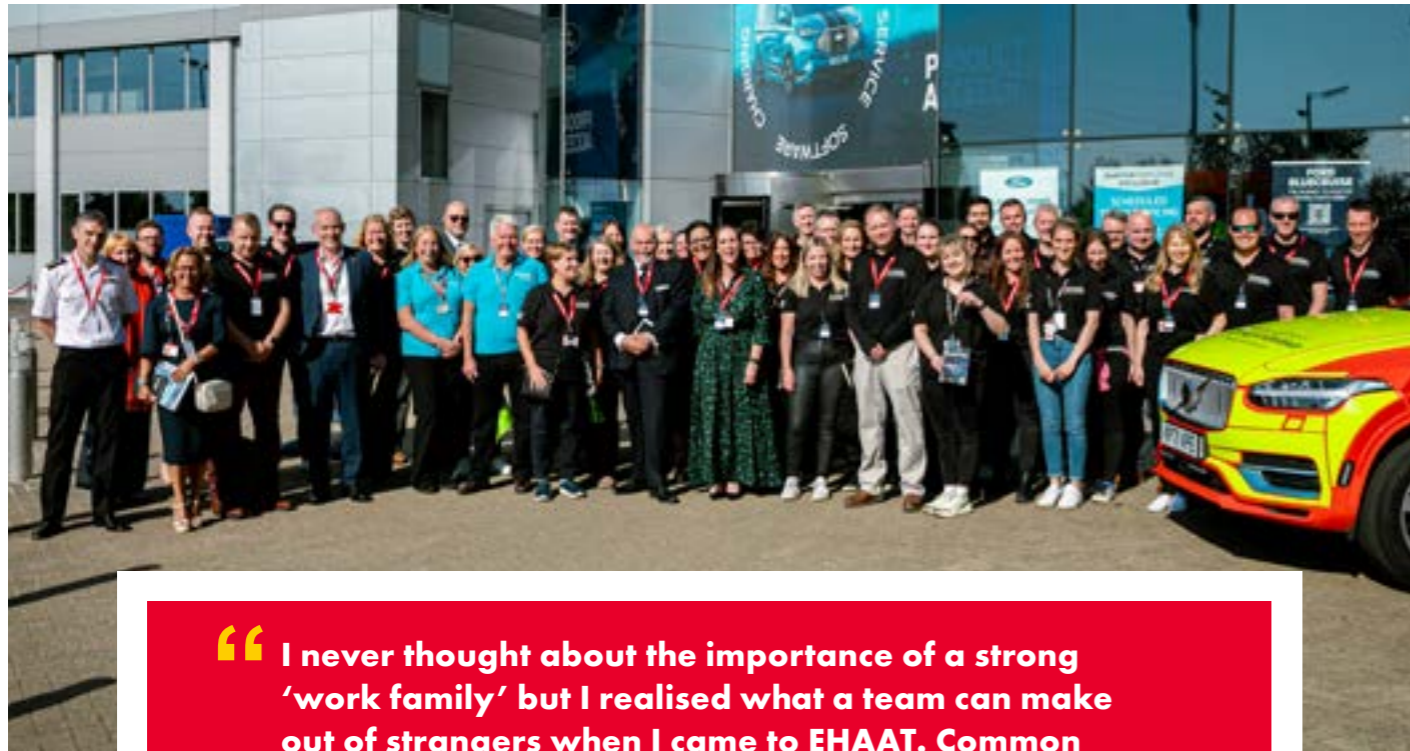


Trustee Board and Executive Team

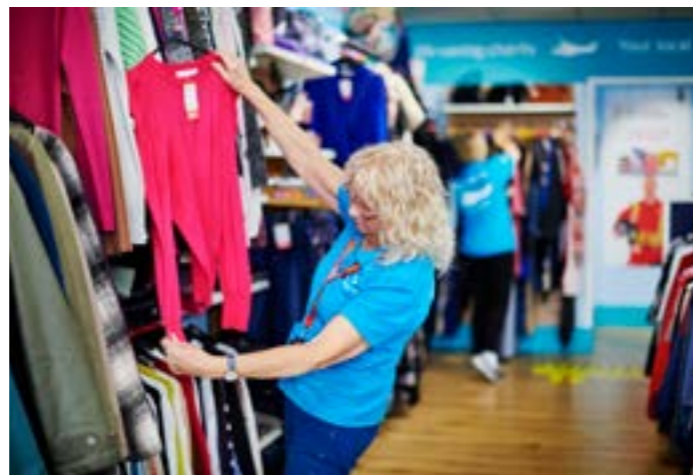


Department Team





“ I never thought about the importance of a strong ‘work family’ but I realised what a team can make out of strangers when I came to EHAAT. Common beliefs, common values, and an organisation that cares about both our success and our welfare. It’s like raising children, teaching us skills, discipline and helping us build our self-confidence so that we can think bigger and achieve more. ”



Minds matter

At Essex & Herts Air Ambulance we recognise that wellbeing and performance are linked. Improving your ability to handle pressure and to balance work and home life can ultimately lead to improved individual and organisational performance and bring benefits to our team and our business.

As a business, our objective is to drive the understanding that our team members may need additional support from time to time and also that they are still more than capable of achieving within their role.

Our commitment to the wellbeing of our team is demonstrated with our Mental Health First Aiders, regular Mental Health training for our managers, Mental Health & Wellbeing Action Group and Chaplain support.

EHAAT is committed to creating a supportive and open culture, where colleagues feel able to talk about mental health confidentially. To demonstrate this, we have signed the ‘Charter for Employers Positive about Mental Health’ making us a registered ‘Mindful Employer.’



“ They saved my daughter’s life. ”

Two-year-old Charlotte’s airway became obstructed whilst eating lunch at nursery.

She was turning blue when Essex & Herts Air Ambulance’s critical care team arrived and performed advanced techniques, allowing oxygen back into her lungs. Charlotte was then

anaesthetised and flown to Addenbrooke’s Hospital, where she was woken by the hospital team the following day.

After such a long time without oxygen, there were fears of neurological damage. Amazingly Charlotte awoke with just a cough and croaky voice. A few

weeks later, she visited the airbase to meet the team who saved her life.

This was all possible because of all the passionate, dedicated, hard working EHAAT team that work behind the scenes...



Flight House,
The Business Centre,
Earls Colne Business Park, Earls Colne,
Colchester, Essex, CO6 2NS

T: 0345 2417 690
E: contactus@ehaat.org
W: ehaat.org

Charity Number: 1108989

 **Essex & Herts
Air Ambulance**
Your local life-saving charity