

# Fundraising & Marketing Director

## 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.



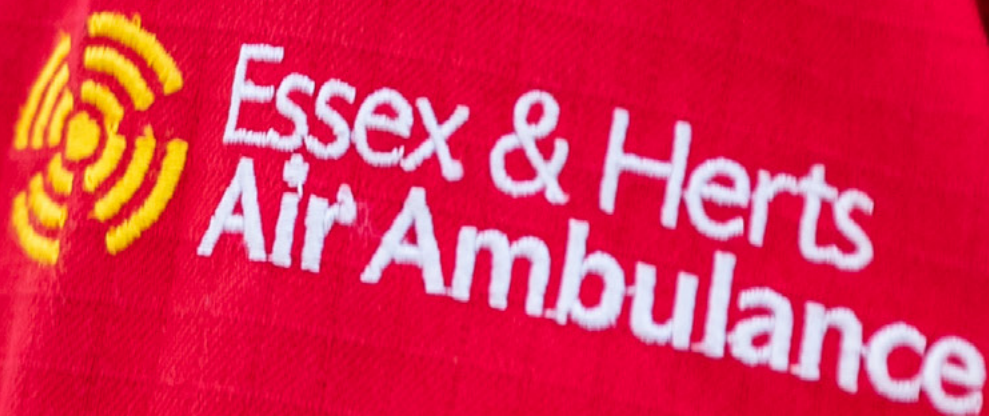
### Inclusive

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

<b>Job title</b>	Fundraising & Marketing Director
<b>Reporting to</b>	CEO
<b>Based at</b>	Between North Weald & Earls Colne, Colchester
<b>Contract</b>	Appointment will be made on a permanent basis with a 6-month probationary period
<b>Working pattern</b>	37.5 hours/5 days a week
<b>Pension</b>	Automatic enrolment to our pension scheme after 3 months
<b>Annual leave</b>	30 days plus bank holidays
<b>Salary</b>	Salary circa £80,000 - £85,000 per annum based on experience





## Job purpose

The Fundraising & Marketing Director is responsible for overseeing the strategic management of the charity's fundraising, marketing, and communications.

They lead in the creation, development, and implementation of a range of strategies, and have overall accountability for a large team that generates the funds needed to keep the service operational.

The successful candidate will be dynamic, experienced, and have a proven record as an inspirational leader and communicator.

As a member of the executive team, the Fundraising & Marketing Director will work closely with the CEO and other members to effectively contribute to the delivery of short, medium, and long-term objectives.



# Key responsibilities

## Strategy & Performance

- Lead the development and implementation of robust and diverse income generation and marketing strategies that meet both current, and future, operational needs of the charity with a focus on lottery growth.
- As a member of the executive team, contribute to the five-year strategy and yearly objectives, and make key decisions regarding the future direction of the charity.
- Advise and support the CEO and board on all fundraising and marketing matters, by attending board meetings and strategy days with prepared documentation, as required.
- Create an effective and engaging internal communication plan to ensure inclusivity and accessibility across all areas of the charity.
- Develop and deliver income diversification plans as requested by the trustees, e.g. Regular Giving and Major Giving programmes.
- As a member of the Emergency Response Team, take action appropriate to the role, in the event of a major incident.
- Manage the overall budgeting process for the fundraising and marketing functions. Ensure expenditure remains within budget and always look for areas to improve cost efficiencies.
- Work closely with the CEO on any reputational issues ensuring they are managed appropriately.
- Lead on supplier engagement to ensure robust and impartial due diligence that meets the standards and requirements of the charity.
- Take responsibility for income generation and marketing risks on the Risk Register and review as and when necessary along with relevant CQC policies.

## Leadership

- Lead the team in a positive and inspirational way to maximise all opportunities across our region.
- Work with the executive team to create a culture of innovation and best practice.
- Provide inspirational leadership to develop high-performing teams that are guided by our strategic objectives and a shared sense of purpose.

## Collaboration

- Develop and build working relationships with key stakeholders and other air ambulance charities.
- Represent the charity at stakeholder events and forums.
- Develop and maintain high-level contacts to benefit all areas of fundraising and marketing activity.
- 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 the use of an AED (defibrillator) in an emergency. For this reason, you will be trained in CPR and AED awareness annually.



# Person specification

## Essential

- Extensive fundraising experience in a compatible context, specifically across key areas of income generation. Must be target driven to achieve income objectives set.
- Relevant professional qualifications or qualified through experience (both fundraising and marketing).
- Leadership at a senior executive level with experience of managing relationships with key stakeholders, colleagues and Trustees to deliver fundraising and marketing objectives.
- Ability and knowledge to develop and implement effective strategies to achieve significant income, activity, and expenditure targets.
- Ability to forecast, set, and control budgets.
- Ability to calmly find solutions to diverse and complex problems.
- Strong written, verbal and presentation communications skills directed at influencing a wide range of stakeholders at all levels.
- Experience of working at a strategic level implementing organisation-wide plans and procedures.
- Excellent interpersonal skills and high emotional intelligence giving the ability to communicate well with people at all levels.
- Ability to work at a senior executive level, exercising sound judgement and decision-making, being suitably operationally, politically, and commercially astute.
- Excellent interpersonal and stakeholder management skills and the ability to build effective relationships internally and externally.
- Excellent planning, coordination, and prioritisation skills with the self-driven ability to undertake various tasks simultaneously, flexibly, and work against tight deadlines.
- Resilient and determined to deliver exceptional standards across all areas of responsibility.

## Desirable

- Excellent understanding of regulatory bodies and relevant regulations (Fundraising Regulator, Gambling Commission, Advertising Standards Authority, etc.) including ethical standards.
- Experience of leadership in a fast-paced and ever-changing environment.

## 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](mailto:recruitment@ehaat.org) by 11:59pm on 18th 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.

First in person interviews will take place on 27th August 2024 at our North Weald office.

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

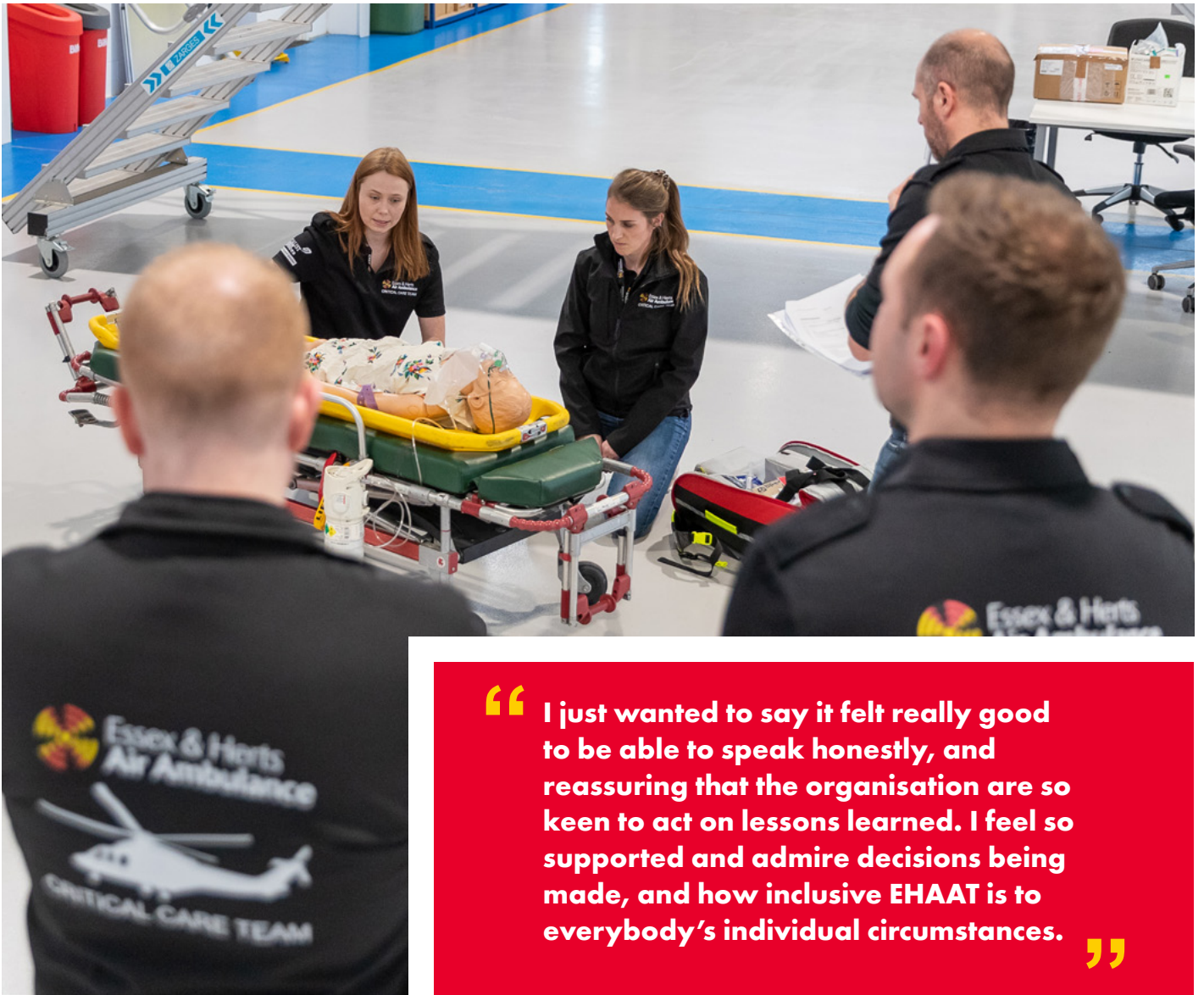
## Information if you have a disability

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](http://ehaat.org) or send an email to [volunteer.team@ehaat.org](mailto:volunteer.team@ehaat.org)

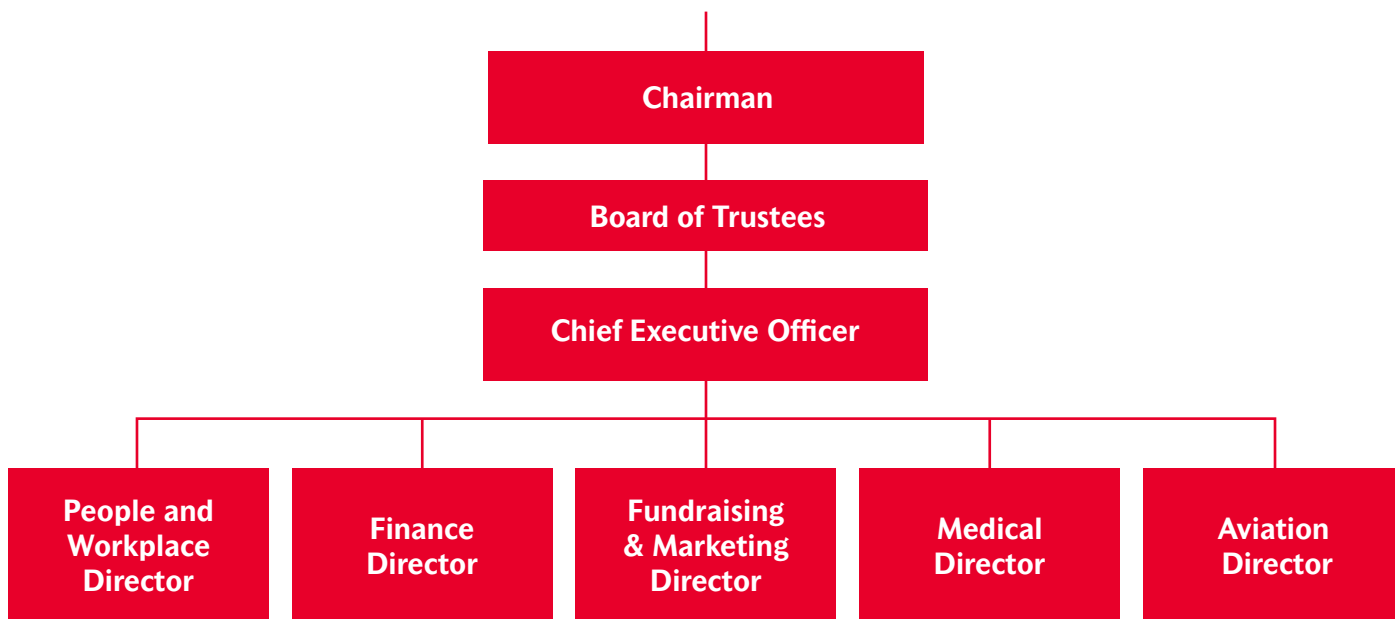


“ I just wanted to say it felt really good to be able to speak honestly, and reassuring that the organisation are so keen to act on lessons learned. I feel so supported and admire decisions being made, and how inclusive EHAAT is to everybody’s individual circumstances. ”

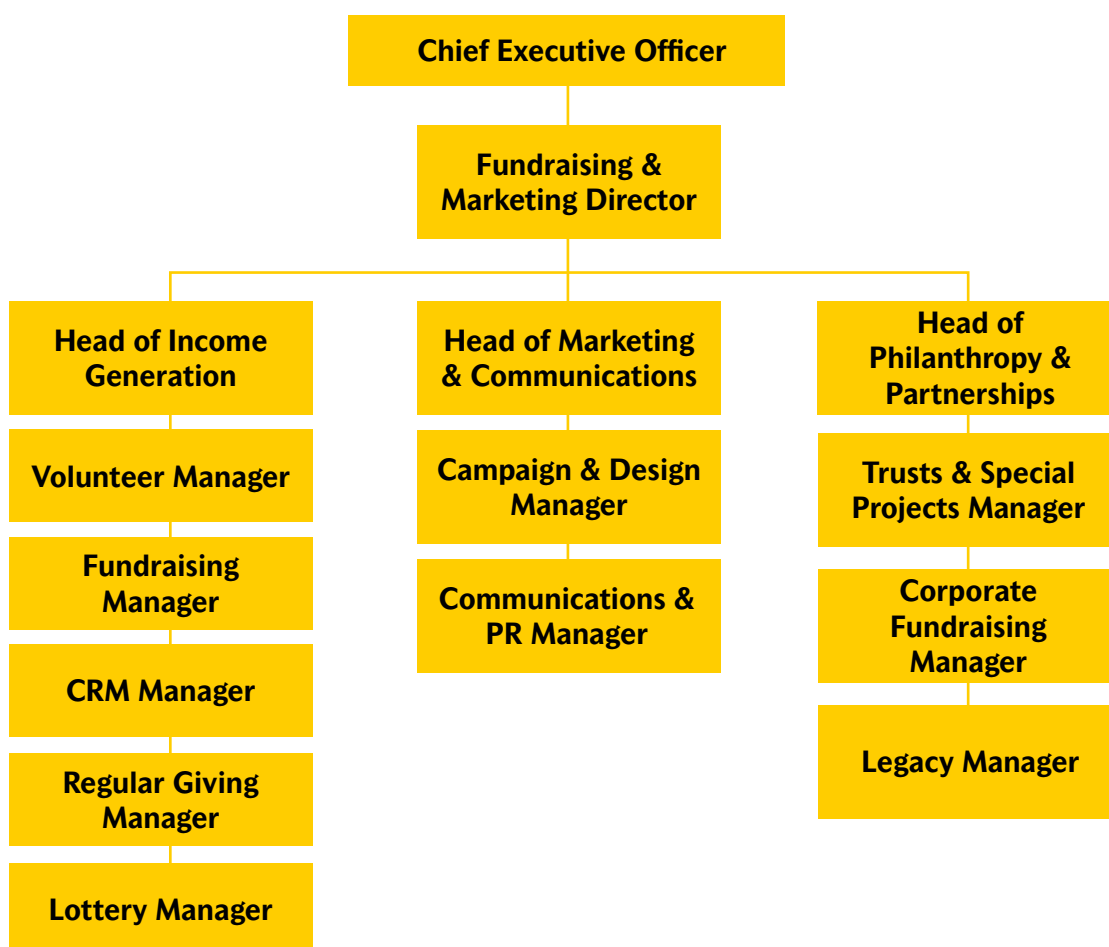




## Trustee Board and Executive Team



## 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...





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Essex & Herts  
**Air Ambulance**

Your local life-saving charity