



Devon Air Ambulance

Registered Charity No: 1077998



www.daat.org

**DEVON AIR
AMBULANCE**

Application Pack

Join DAA and be part of the charity that raises 100% of funds to make possible the emergency pre-hospital critical care service for the people of Devon

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Introduction

Thank you for your interest in the role of **Head of Marketing and Communications**.

Over the past few years, Devon Air Ambulance (DAA) has experienced steady growth and operational development culminating in being awarded our own Air Operator's Certificate. In 2022 we celebrated our 30th year of being in operation, having been deployed to over 31,000 missions and we held a number of events in recognition of this incredible milestone.

We own two emergency air ambulance helicopters, an Airbus EC-135 based at our Eaglescott airbase in North Devon and a larger H-145 helicopter which is based at Exeter airport. We have a ten-year replacement plan in place, ensuring our aircrew always have the best and most suitable tools available to them to undertake their role.

In addition to our helicopters, we also respond to our patients by using two Volvo XC90 rapid response Critical Care Cars. Introduced to our fleet in 2020, these vehicles are fully equipped with the same life-saving equipment as you would find on our helicopters and are invaluable when our helicopters are unable to fly due to poor weather or scheduled maintenance and also when we need to reach a patient situated in a heavily built-up area such as a city centre.

In 2019 DAATCL registered with the Care Quality Commission (CQC) as an Independent Healthcare Provider and we now directly employ our clinical staff. This gives us full control of the continuing clinical development of the service and freedom to recruit, manage, train and retain our own staff. This was followed by increasing our flying hours into the hours of darkness to 2am, meaning we can reach even more patients in time-critical situations.

In 2022 we also received our first CQC inspection since becoming clinically independent and have been rated as 'Outstanding'. We are incredibly proud to have achieved this rating and it is a demonstration of our commitment to providing the best possible care for our patients.

The Head of Marketing and Communications will design and deliver marketing and communications strategies to support our mission, vision and strategic aims. From developing our digital marketing across social media and a new website, to implementing a new visual identity, to underpinning our fundraising activities with creative and compelling communications, the breadth of this role provides a unique opportunity for someone to make a significant contribution to our ongoing success.

The ways of working for many DAA staff has evolved significantly over the past couple of years and we operate hybrid working with the flexibility to work a combination of at home and on site. The successful candidate will be confident in managing a team that works in a hybrid manner, ensuring that business

requirements are met and working with the team and colleagues across the organisation to collaborate on projects and build connections.

Thank you again for your interest in the role; I hope this information will help support you in your application.



Heléna Holt
Chief Executive





YOUR
PROFESSIONAL
DEVELOPMENT

Your professional development

Your role helps to save lives

We're motivated by shared values as well as the knowledge that our work makes a real difference to people's lives. Because of our values and our culture, we believe it's important to attract, develop and inspire our staff.

We offer our team lots of opportunities to grow and develop, whether that is in the pursuit of a relevant professional qualification in support of the development of a role, academic qualifications, field-specific training or attending talks, workshops or conferences.

Devon Air Ambulance rigorously complies with the rules and regulations of the Civil Aviation Authority, the Care Quality Commission and the Charity Commission among other bodies.

"We believe in investing in our staff, from ensuring they have the right equipment to undertake their role to the right training and development to further grow and expand within it. I'm very proud of the team; every member knows the role they play in helping to save lives. We never rest on our laurels, though, and are always working to improve across all our activities."

– Heléna Holt, Chief Executive

Championing Digital

We are enthusiastic in supporting digital transformation and ensuring our staff are upskilled and able to respond to the challenges of the [digital age](#). As such we are proud to have several digital champions to ensure the Charity's continued development.

Having a Just Culture

Our staff are a key component in maintaining the professionalism and the reputation of the Charity and we proactively nurture a working environment that is both safe and just through promoting transparency, fairness, inclusivity and ethical awareness. We also ensure our supporters are protected by looking after their data securely and fostering a culture of mutual respect.



Management Development Programme

In 2021 we developed our own in house Management Development Scheme to support our managers in understanding the critical role they play as a people manager and how to support and engage our staff.

This scheme was shortlisted as a Finalist for the Best L&D Initiative in Public/Third Sector in the CIPD's People Management Awards 2022.

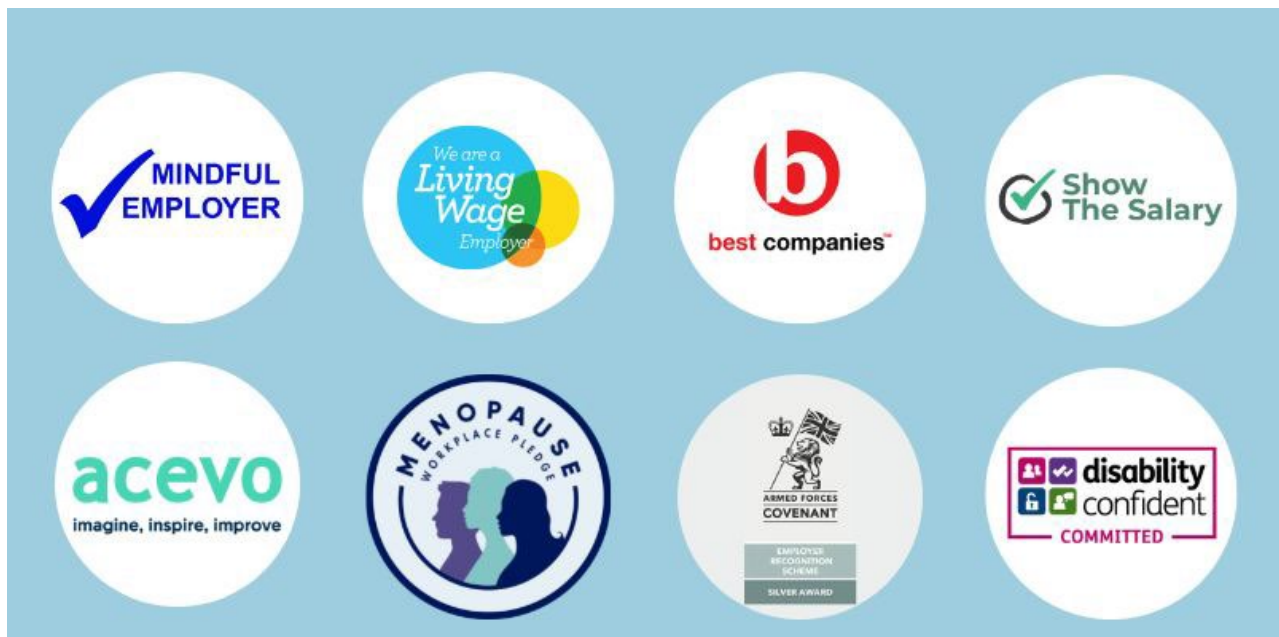
Our Commitments

We are a Living Wage Employer and hold a Silver Award in the Defence Employer Recognition Scheme, awarded to employers who wish to pledge their intention to support the Armed Forces community. We are a Disability Confident Employer (Level 1) and have signed the charter as a Mindful Employer to support better mental health in the workplace. Also, we have committed to the ACEVO pledge to improve equality and diversity across the charity sector and the Menopause Workplace Pledge as we provide support and understanding for staff going through the menopause.

"We are committed to looking after and retaining those we recruit and to be the best employer we can be. Sickness and losing good, well-trained staff is costly to the charity, but also to the individual. Therefore it is our corporate and social responsibility to comply with legislation and make the workplace as healthy for everyone as we can."

– Heléna Holt, Chief Executive

Click on the image below to find out more about Devon Air Ambulance's commitments.



An Award-Winning Employer

Best Companies

In 2022, Devon Air Ambulance celebrated retaining its Two Star accreditation, which recognizes Outstanding levels of employee engagement, also securing its place as the 15th best charity to work for.



Find out more on the Best Companies [website](#).

Air Ambulances UK

We celebrated winning 4 prestigious awards at the AAUK Awards in November 2022 in the following categories:

- Critical Care Practitioner of the Year
- Campaign of the Year
- Charity Team of the Year
- Lifetime Achievement Award

Find out more on our [website](#).





MORE THAN
JUST A JOB

About Devon Air Ambulance

In 1986 founder Ann Thomas's world was shattered when her 18-year-old son, Ceri, was knocked from his bicycle and sustained life-threatening injuries. Sadly, he died later at hospital.

Naturally, Ann wanted to know if there was anything that might have saved her son. The consultant explained that the quicker a patient receives essential medical treatment, the more likely they are to survive. This stayed with her and, after a while, she started to research how life-saving treatment could be administered more quickly. She found out about Air Ambulances and that, in fact, there were already two operating in the UK: in Cornwall and Kent.

Ann set about campaigning and fundraising to set up the Devon Air Ambulance Trust. On 27th August 1992, Devon's first Air Ambulance mission was flown. A proud achievement and a comfort for Ann as she knew that Ceri's legacy would save thousands of lives to come.

The Devon Air Ambulance group (DAA) encompasses two broad areas of activity; Devon Air Ambulance Trust (DAAT) which is the fundraising charity incorporating teams in Fundraising, Communications, Retail, Finance, IT & People, (which includes 600 volunteers), and the Devon Air Ambulance Trading Company Limited (DAATCL); the operational side of our organisation, a wholly owned subsidiary of the Trust employing our clinical staff and pilots.

DAAT is an independent charity that receives no Government funding - the money needed each year to keep us responding comes from the community, businesses and friends of Devon.

Devon is a large sparsely populated rural county which poses many challenges to people in an emergency. With two helicopters at its disposal, the service can reach over 90% of Devon within 10 minutes and the remainder within 20 minutes. The journey to the Major Trauma Centre at Derriford, Plymouth from the most remote areas of Devon could take up to 2 hours by road, but only 20 minutes by Air Ambulance. Our Air Ambulances can take patients to the right hospital for their needs rather than the nearest.

Since the service started, over 32,000 patients have been assisted by air or by one of our two Critical Care Cars. The types of incident we attend vary greatly; from someone who has fallen from a horse, been involved in a road traffic collision, a sporting injury (e.g. while playing rugby) or suffering a medical emergency (e.g. a heart attack).



Vision, Mission and Values

Our Vision

To end preventable death, disability or suffering from critical illness or injury

Our Mission

To transform time-critical care through prevention, treatment and recovery.

Our Values

Our values guide how we relate to each other, and inform the work we do and how we do it:

We take the initiative

- **Reflect:** We make time to review our work to identify opportunities, risks, and process improvements.
- **Clarify:** We ask supportive and enquiring questions to gain clarity and use research data to guide our decisions.
- **Act:** We are agile, responsive, and considerate of others as we act on behalf of the team with the confidence to succeed.

We lead the way

- **Evolve:** We set ambitious goals to grow, develop, modernise, and excel.
- **Contribute:** We participate in creative problem solving to spark innovation and produce results.
- **Adapt:** We recognise our strengths and challenges and welcome feedback to increase awareness, flexibility, and resilience.

We achieve our best together

- **Respect:** We listen and ask questions to help champion and respectfully challenge ideas, opinions, and behaviours.
- **Engage:** We connect with and include others to build trust, understanding and clear communication.
- **Compassion:** We care about people and their progress and believe everyone has something unique to contribute.

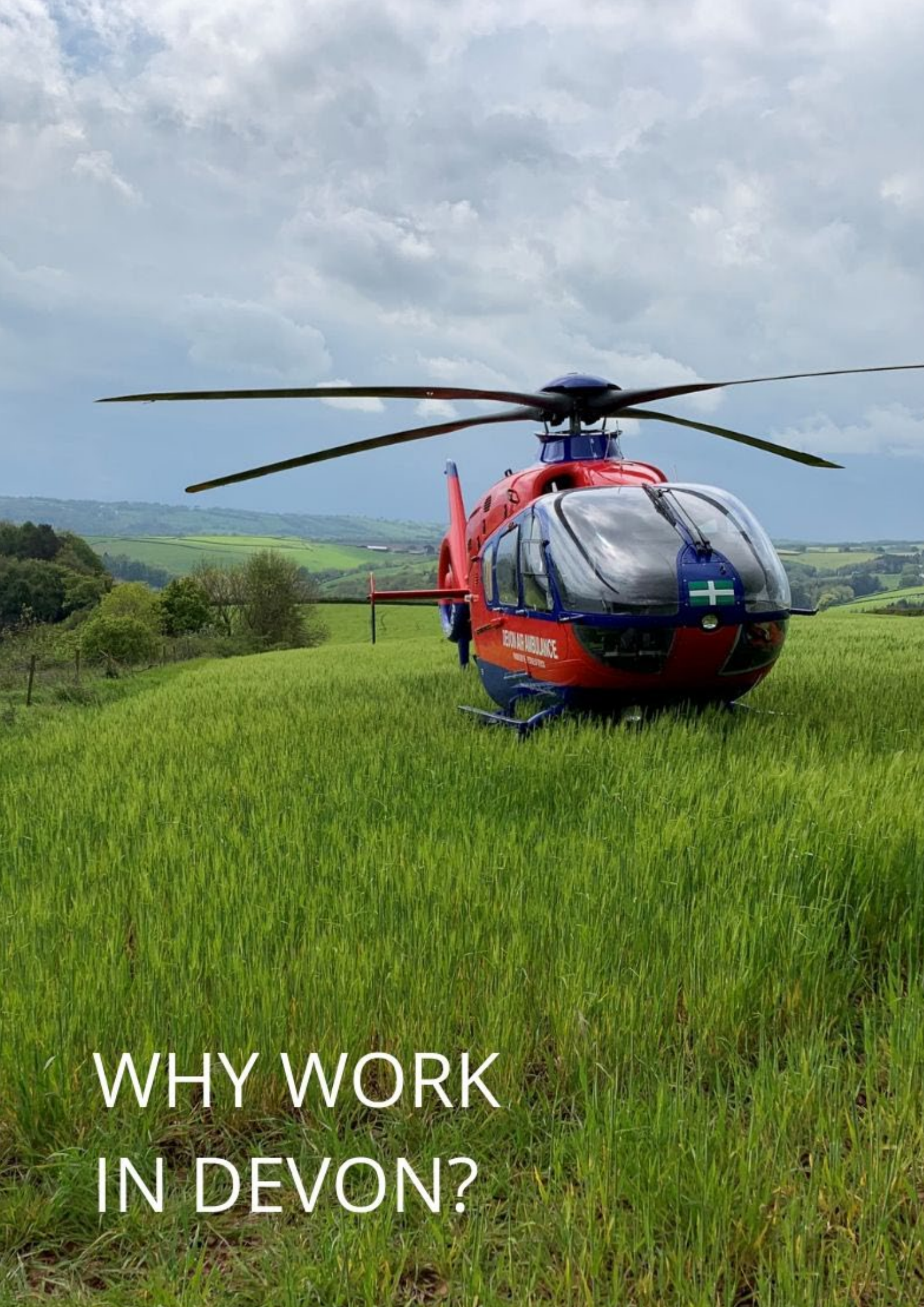
Read more about how we aim to deliver our vision, support our missions and demonstrate our values in our [strategic plan](#).



Devon Air Ambulance Mission facts

2023





WHY WORK
IN DEVON?

Why work in Devon?

Our Head Office is based in Exeter and we have two airbases: one at Exeter Airport and the second at Eaglescott Airfield in North Devon. We have 19 charity shops located in towns across Devon, including two specialist vintage and variety shops.

Fantastic quality of life

Devon is a beautiful county, with two historic coastlines, including the Jurassic Coast – a World Heritage Site, two areas of stunning moorlands – Dartmoor and Exmoor National Parks, miles of Outstanding Natural beauty, chocolate box villages, buzzing towns, and a rich culture and heritage. That the county draws tens of thousands of visitors to it each year is testimony to its many and varied attractions.

No shortage of things to do

Equestrian sports, cycling, skydiving, watersports and many more activities are very well supported, not to mention the Southwest Coastal Path and beautiful cycling routes that tour a great deal of Devon's most attractive scenery.

There are many opportunities for developing a new hobby, learning a new skill, and even getting involved in fundraising events, which include some of our own popular fundraisers such as the Dragon Boat Festival at Exeter's historic quayside; a skydive into the blue or try your luck at walking on hot coals – we've no shortage of fundraising ideas if you're looking for a challenge!



Perfect for food lovers

There is no shortage of delightful culinary experiences to sample in Devon too, from fish and chips by the sea to fine dining comprised of locally-sourced ingredients and, of course, the quintessential Devonshire cream tea (cream first).



Schools and childcare

There are hundreds of education providers across the county for all levels of education including three universities and many further education providers offering a variety of qualifications.





CONTACT US

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