



London's  
Air Ambulance  
Charity



# VACANCY INFORMATION PACK

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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 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.





## Digital Experience Manager

**Contract:** Permanent

**Hours:** Full time

**Reports to:** Senior Digital Manager

**Location:** Hybrid / Mansell Street E1 8AN

**Team:** Marketing and Communications Team

**Salary:** £42,000 + benefits

### Context

This is an exciting time to join London's Air Ambulance Charity. We are in the midst of the largest appeal in our history aiming to raise £15 million by Autumn 2024 to replace our two helicopters, and at the end of the year we will be launching our new 15-year strategy which will set the direction for the service until our 50<sup>th</sup> 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 a solid communications strategy.

### About the role

The role is part of a small team where seeing the project through from idea to execution is an opportunity, as well as a necessity. This individual will hold an integrated role across our Fundraising and Marketing Communications departments, as well as working closely with teams across the organisation including the People team and our Institute of Pre-Hospital Care as first point of contact for all website-related activity, advising teams by using their digital knowledge and supporting campaign planning wherever website integration is required.

### Key objectives:

- Support the development of a website strategy (covering content and functional roadmap) to support online presence and functionality, in alignment with the organisational and engagement strategies, and to optimise user journeys
- Help grow digital performance across the website, looking at SEO, CRO and GA strategy, analysing results and making recommendations for improvements
- Help develop a website policy and briefing documents to help upskill colleagues and foster digital best practice across the charity.

### Key responsibilities:

#### Website

- Responsibility for the administration, development and continuous improvement of the charity's website, microsites and third-party integrations including Funraisin and Stripe
- Day-to-day relationship management of web agency and link between agency and charity, able to update colleagues on project progress

- Work closely with the Marketing and Comms team, colleagues across the charity – supporter care, finance and data, our web agency and other third parties to both deliver and update the website and support the integration of platforms where necessary and to prioritise and brief development tasks
- Responsible for website updates, collaborating with charity teams to understand their content needs, rewriting where needed to ensure the website is reflective of our work and strategy and advising on user journeys and information architecture, to include improving the website footprint for key areas of fundraising such as community engagement.
- Create and maintain a project plan for wider website development changes ensuring that all deadlines are met both internally and externally, managing expectations and relationships as required
- Responsible for ensuring compliance across the website including PECR and GDPR
- Support Senior Digital Manager with briefings to web agency
- Support Senior Digital Manager to analyse metrics and monitor results, including within key campaigns, providing advice on how to improve performance and influence future planning.

#### Strategy and Digital

- Responsible for implementing strategy and delivery of web content, using knowledge to improve key areas on the website and feed into CRO work
- Support the Senior Digital Manager with overarching email marketing strategy, including using our email marketing platform for audience and product journeys, including use of automation functionality
- Support the implementation and development of a new CRM system working collaboratively with Data teams and Fundraising teams to deliver seamless back-end processes to provide optimum user experience across the website and build our understanding of supporters
- Support website budgeting – feeding into Head of Communications and the Senior Digital Manager
- Support development of website policy and style guide.

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

We are looking for a motivated, enthusiastic colleague who loves all things digital to support a transformed digital function at London's Air Ambulance Charity.

### Essential Knowledge and Experience

- Experience of working in a digital communications role specifically focussed on web development and content
- Experience of managing digital projects from inception to finish
- In-depth knowledge and experience of current digital trends, tactics and strategy to be able to advise on digital approaches
- Skilled digital planner, with a track record of inspiring and leading on digital
- Website design, development and build expertise and experience using content management systems
- Experience in user journey development and CRM
- Experienced in SEO, CRO and Google Analytics
- Experience of supporting website change projects

### Desirable Knowledge and Experience

- Experience of working in a charity
- An understanding of supporter behaviour, motivations and trends
- Awareness of how to support and increase digital inclusion amongst supporters and within the charity
- Knowledge of ad serving technology, paid search, display advertising and social media advertising.

### Skills & Personal Attributes:

- Strong communication and presentation skills
- Passion and enthusiasm for the work of London's Air Ambulance Charity
- Flexible approach - able to adapt to turn around requests quickly
- Highly self-motivated and fiercely organised – able to manage a varied workload to tight deadlines
- Strong team player but ability to work on own initiative with a can-do and positive attitude
- 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 (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 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 presentation by the candidate, successful candidates from this round may be invited to a second interview.

<b><i>Deadline for applications:</i></b>	<i>Midnight, Thursday 9 May 2024</i>
<b><i>Shortlisting outcome:</i></b>	<i>10 May 2024</i>
<b><i>First Interview Date:</i></b>	<i>15 May 2024</i>
<b><i>Second interview Date:</i></b>	<i>TBC</i>





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