



London's
Air Ambulance
Charity



VACANCY INFORMATION PACK

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Registered Charity (801013)



LONDON'S AIR AMBULANCE
PARAMEDIC

LONDON'S AIR AMBULANCE
DOCTOR

Advanced
Trauma
Team



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 Direct Marketing Officer

Contract: Permanent

Hours: Full Time

Reports to: Senior Direct Marketing Manager

Location: Hybrid working – Mansell Street, London / Home working

Team: Direct Marketing and Supporter Engagement

Reports: x1 (Direct Marketing Officer)

Salary: Up to £36.500 + benefits

Context

Our vision is to end preventable deaths from trauma in the capital. To deliver this vision the Fundraising and Marketing team needs to deliver ambitious income targets – we have £15 million in annual operating costs per year, and by summer 2024 we need to raise an additional £15 million to replace the helicopter fleet.

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 50th anniversary.

About the role

The purpose of the Senior Direct Marketing Officer's role is to deliver and evolve the acquisition and retention strategy, inspiring the people of London to become long-term supporters of the Charity.

Working closely with the Senior Direct Marketing Manager, you will manage campaign activity, from briefing through to execution, as well as identifying opportunities for improvement within the programme, particularly with regards to retention and delivery of the supporter journey.

You will be responsible for multi-channel donor acquisition, retention, upgrade and cross-sell campaigns across digital channels, print, telephone and provide occasional support to our successful Face to Face programme. You will take ownership of the delivery of our supporter journey for our regular donors, cash, lottery and raffle players – with huge scope to make a big impact in this area.

Key objectives

- To plan and deliver inspiring supporter acquisition, retention, upgrade and cross-sell campaigns. This will include the project management of campaigns across multiple channels and products – including digital, telephone, face to face and print. Current products include lotteries, raffles, regular giving, payroll giving and cash giving.
- To continually develop and deliver the supporter journey programme with the aim of giving supporters a great experience and drive repeat support

Key responsibilities

- To manage end-to-end direct marketing campaigns, developing and maintaining robust campaign schedules, briefing and managing agencies, sourcing content, managing data selections, writing copy, briefing artwork, managing print quotes, setting up emails in our Email Service Provider, and management of all aspects of print/production and fulfilment with high attention to detail.
- To work closely with the Senior Direct Marketing Manager on the Supporter Journey Strategy, on the delivery and implementation of strategy.
- To track income and expenditure for all campaigns under responsibility, analysing and reporting on each to inform future campaign planning and decision making.
- Support on budget setting and reforecasting to agreed organisational timelines.
- To manage a Direct Marketing Coordinator, who works across the broader team. As part of this ensure appropriate recruitment, retention, development and appraisal of staff in alignment with London's Air Ambulance's values.
- To proactively work across teams by being a positive Direct Marketing team ambassador, working well with all key stakeholders across all levels.
- Research the charity market to identify trends and threats within the sector and how they could impact London's Air Ambulance Charity, including competitor analysis and research. Keep abreast of new developments within the commercial sector.
- Ensure all activities comply with appropriate legal, regulatory, and fundraising good practice requirements and with London's Air Ambulance Charity's policies and standards.

General responsibilities

- 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.
- 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.

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.



About the Person

You will be a determined and passionate individual who wants to make a real difference to critically injured patients in London. You will have experience in developing and delivering robust supporter engagement, acquisition and retention campaigns.

Essential Knowledge and Experience

- Experience of the full project management of direct marketing campaigns.
- Experience of managing external agencies and suppliers to develop compelling campaigns.
- Experience of planning and delivering supporter journeys (multi-channel) – with the ability to plan and gather content, based on audience needs.
- Experience of running and implementing paid digital campaign activity (PPC, Paid Social and Display).
- Experience of monitoring complex budgets and KPIs.
- Good understanding of the importance of marketing analysis and segmentation and how to use this information to improve performance.
- An understanding of the Fundraising Regulator and General Data Protection Regulation.
- Previous line management experience.

Desirable Knowledge and Experience

- Previous experience of working within a charity.
- An understanding of the Gambling Commission requirements in relation to Raffles and Lotteries.
- Be actively engaged in the marketplace and be aware of developments in the sector.
- Experience of upgrade/reactivation and cross-sell campaigns.

Essential Skills & Personal Attributes:

- Excellent written and verbal communication skills with the ability to tailor the message to fit the needs of specific audiences.
- Good copywriting skills.
- Knowledge of Email Service Providers (e.g. MailChimp, Microsoft Dynamics).
- Strong ability to be able to multi-task, manage multiple projects at any one time, work well under pressure and meet deadlines.
- Excellent attention to detail.
- IT literate with good working knowledge of MS Office and fundraising databases.
- Excellent communication skills and a collaborative approach to teamwork.
- Proactive and can use own initiative.
- Ability to successfully manage internal stakeholders external agencies and suppliers.

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.

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

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

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 will be invited to a second interview.

Deadline for applicants:	19 May 2024
Shortlisting outcome:	23 May
First interview date:	28 & 30 May 2024
Second interview date:	TBC



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