



London's  
Air Ambulance  
Charity



# VACANCY INFORMATION PACK

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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. We have recently replaced our fleet of helicopters and are now focused on serving the 10 million people who visit, live and work in London for years to come.

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 48,000 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 2022/23 we raised £16 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 £15 million (consolidated costs) to provide London with an advanced trauma care service, 24 hours a day, seven days a week.

In September 2024 we successfully concluded our Up Against Time appeal - raising £16 million to replace our two helicopters. Thanks to the support of London, our new fleet is now operational and flying our crew to the patients' side.

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.

## Head of Supporter Experience (Maternity Cover)

**Contract:** Fixed-term (14 months)

**Hours:** Full time

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

**Team:** Supporter Experience

**Reports to:** Deputy Director of Fundraising and Marketing

**Reports:** Supporter Care Manager, Fundraising Compliance Manager

**Salary:** £63,000 plus benefits

### Context

Our vision is to bring hope to every one of our patients across London, when they need us most, where they need us most. Our mission is to use everything we know, our specialist skills and unmatched experience to save lives and ensure the best outcomes for every one of our patients and their families. We're a charity that works alongside the NHS and our life-saving service is made possible by our supporters.

This is an exciting time to join London's Air Ambulance Charity. In early 2025, we launched our new 15-year strategy, setting the direction for the service to our 50th anniversary in 2039. This strategy gives us the opportunity to tell the unique story of the service – we see more incidents requiring life-saving care at the scene than any other air ambulance service. London brings unique challenges and our new strategy requires us to tell a broader story of what we do and the impact we have.

Alongside this, we've developed an ambitious Engagement Strategy to put the people of London at the heart of our fundraising and marketing. This is an incredible opportunity for a supporter experience expert to develop and oversee our approach to supporter experience, supporter care, and fundraising compliance and risk.

### About the role

The Head of Supporter Experience will lead the early-stage delivery of our supporter experience strategy, ensuring every interaction with the charity is meaningful, consistent and inspiring. This role will oversee supporter care, fundraising compliance, Gift Aid management and directorate risk management, embedding a culture of excellence and supporter-centricity across the organisation.

We're at the very early stages of embedding a culture of supporter experience and in a period of change – transitioning to a new CRM (Dynamics) and implementing Customer Insights Journeys. We have a major opportunity to improve how we do things as a result of this investment in technology, and this role has a real chance to make their mark on setting the foundations for how we deliver supporter experience.

As a member of the Fundraising and Marketing Management Team, you'll champion the supporter perspective, ensuring that our processes, systems and communications deliver exceptional experiences that deepen loyalty, retention and lifetime value.

## **Key responsibilities**

The role will have the following primary areas of responsibility:

### **Supporter experience strategy**

- Embed the early foundations of the new supporter experience strategy
- Support on the implementation of Customer Insights Journeys technology and work with the Marketing and Data teams to enable the Fundraising and Marketing Directorate to create a supporter-first approach to journeys
- Use insight into supporter needs and motivations to inform stewardship and engagement strategies, and measure supporter experience
- Research and implement relevant scoring tools or quality management systems to measure supporter improvements over time
- Support new technology projects by defining business needs that improve supporter experience
- Develop the Supporter Experience annual budget, plans and KPIs to establish measures across the Supporter Experience function to measure output and effectiveness
- Promote a culture of putting supporters at the heart of everything we do, influencing colleagues to deliver great supporter experiences.

### **Supporter journeys and communications**

- Develop and manage supporter journey frameworks, collaborating with fundraising, marketing and data teams to ensure journeys are insight-driven
- Oversee the development of our first true supporter journeys for all supporters, ensuring seamless transitions between departments and utilizing Customer Journeys Insights to deliver
- Lead the Supporter Communications Group: embed an insight-led, supporter-driven and evidence-based approach to all supporter communications and engagement. As part of this be responsible for setting communication rules, ensuring teams follow request procedures to contact supporters, resolve communication clashes and meet fundraising compliance standards.
- Ensure learning, insight and analysis of effective supporter journeys and experience are shared across the organisation and used to inform decisions.

### **Supporter care**

- Oversee the supporter care function, ensuring timely, empathetic and effective responses to supporter enquiries across all channels (telephone, mail, social media, email)
- Support the team to implement process improvements as we adopt Dynamics and Customer Insights Journeys
- Oversee the end-to-end management of Gift Aid processes, ensuring accurate claims, compliance with HMRC regulations and maximising income opportunities
- Collate and analyse supporter feedback and complaints, ensuring continuous improvement and a reduction in dissatisfaction
- Work in partnership with Fundraising, Data and Finance teams to manage our external fulfilment partners to ensure that processes are efficient, supporters receive a great

experience, that income is banked in good time and income is received and coded appropriately.

#### **Fundraising compliance and risk**

- Oversee the fundraising compliance function ensuring adherence to all relevant fundraising legislation, regulations and best practice (including Fundraising Regulator, Gambling Commission and GDPR)
- Ensure fundraising compliance is coordinated with other areas of compliance in the charity, overseeing the compliance working group and centralised charity policy hub
- Manage the charity's fundraising and marketing risk register, ensuring proactive identification and mitigation of risks. Facilitate cross-team sessions to ensure risk is front of mind for the entire directorate.
- Oversee training and guidance to directorate employees on fundraising compliance, Gambling Commission and GDPR
- Keep informed of trends in fundraising and any changes in fundraising regulation and compliance and ensure that changes are implemented.

#### **Leadership and collaboration**

- Lead and develop a high-performing team, fostering a culture of innovation, accountability and continuous improvement
- To be a leader and role model and participate as a member of the Head of Team group with responsibility of managing performance across the charity and exemplifying our values
- To represent the Supporter Experience team on the broader charity leadership team and to contribute to the overall success of the organisation
- Collaborate across Fundraising, Marketing and Data teams to ensure supporter experience is integrated into all campaigns and activities
- Build strong relationships with external partners and suppliers, managing tendering processes and contracts for insight or service development work.

#### **General responsibilities**

- To be an ambassador and advocate of London's Air Ambulance Charity at external events and meetings
- To support the overall success of London's Air Ambulance Charity including through collaboration with other teams
- Actively promote the core values of London's Air Ambulance Charity whilst working towards achieving the strategic objectives of the charity
- Keep informed of trends in fundraising and marketing and any changes in fundraising regulation and compliance and ensure that changes are implemented
- Comply with General Data Protection Regulations, ensuring that information on supporters remains confidential.

The above list is not exclusive or exhaustive and the job holder may be required to undertake other duties as required.

*We are a charity that delivers an advanced trauma team to London's most critically injured patients, due to the nature of our work you may occasionally be exposed to information relating to the work that we do.*

## **About the person**

You'll be a strategic and passionate leader who can see the big picture and inspire others to deliver it. You'll combine a clear vision for exceptional supporter experience with determination and process thinking to make it a reality, ensuring every interaction strengthens our supporters' connection to the charity. With a collaborative and innovative mindset, you'll champion insight-led approaches, embedding a culture where supporters are at the heart of everything we do. This is a role for someone who thrives on driving change, influencing at all levels and delivering measurable impact - helping us achieve our mission to bring hope to every one of our patients.

### **Essential experience:**

- Significant experience in effectively leading a Supporter Experience/Supporter Care team across a broad and diverse portfolio of activity
- Strong ability to translate your own and your team's efforts into delivering a quality and committed service
- Experience of implementing roll out and take up of a new CRM from a supporter experience/care perspective to ensure it's being used correctly (ideally MS Dynamics and Customer Insights Journeys)
- Be comfortable operating within a period of change, with a process thinking approach and strong influencing skills, ensuring smooth implementation
- Experience of maintaining business-as-usual support while implementing a programme of continuous development to achieve identified aims
- Experience of audience insight and segmentation principles, and use of data and CRM systems to develop supporter journeys and measure and evaluate success, encouraging others to analyse data from different angles, using multiple perspectives to identify new insights
- Strong ability to build budgets, monitor performance and adjust plans accordingly to progress and achieve objectives
- A thorough understanding of GDPR, PECR and the regulatory frameworks for handling consent as they apply to fundraising and marketing with experience of overseeing a compliance function
- Demonstrable experience of managing multiple and complex projects, bringing together diverse stakeholders to work effectively in partnership.

### **Desirable experience:**

- Previous experience of working at senior level within a charity
- Be actively engaged in the marketplace and be aware of developments in the sector.

### **Essential skills and personal attributes:**

- A people-first approach, demonstrating passion for driving work that enhances supporters' connection and positive feelings towards the charity and its mission

- Process driven with excellent attention to detail
- A collaborative and innovative mindset, with demonstrable experience in developing and delivering customer/supporter strategies
- Having an analytical approach to problem solving
- Expert in working collaboratively across an organisation to plan journeys across different audiences and overseeing all communications going out to supporters, ensuring the supporter is kept at the heart of decision making
- Excellent interpersonal, negotiation and influencing skills
- Strong customer service skills, with a passion for delivering brilliant supporter and internal customer experiences every time
- 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's therefore London's Air Ambulance Limited's commitment to provide equal opportunities in employment and we'll 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. Some of our roles, including pilots and fire crew, do require physical fitness which may factor into our recruitment process.

### **Rehabilitation of Offenders Act 1974**

The charity meets the requirements under section (2) of the Rehabilitation of Offenders Act 1974 to ask exempted questions. Some of our roles are subject to a Basic Disclosure and Barring Service (DBS) check.

## **How to apply**

**Due to our shortlisting process and the volume of applications we receive, we ask all applicants to remove their full name and address and only include their initials in any attachments sent as part of their application.**

To apply for this role please send a detailed CV and a completed Declaration and Supporting Statement Form to [Recruitment@londonairambulance.org.uk](mailto:Recruitment@londonairambulance.org.uk), and complete the Diversity Monitoring Form online.

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@londonairambulance.org.uk](mailto:Recruitment@londonairambulance.org.uk).

Unfortunately, we're 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 People Partner, 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. If successful at shortlisting, you'll be invited to a virtual first-stage interview. If successful at first-stage interview, you'll be invited to an in-person second-stage interview. You'll be asked to complete a task during the interview process.

<b>Deadline for applications:</b>	23:59 22 February 2026
<b>Shortlisting outcome:</b>	25 February 2026
<b>Interview date (virtual):</b>	3 March 2026
<b>Second Interview date (in person):</b>	10 March 2026
<b>Outcome:</b>	11 March 2026



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