



**LONDON'S
AIR AMBULANCE
CHARITY**



VACANCY INFORMATION PACK

FOLLOW US



Registered Charity (801013)





INTRODUCTION FROM THE CEO

Thank you for your interest in joining our team.

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've recently launched a new 15 year strategy that sets out our ambitious aims and we're all striving to make sure we can achieve this.

Our service delivers an expert team of medics to a patient's side in time to make a difference. Over the years we've treated over 50,000 patients and we're dedicated to continuously develop pre-hospital care to ensure we can save the patient of tomorrow that we couldn't save today.

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 2024/25 we raised £26 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 six patients each day. It also helps fund various research and strategic projects, ensuring we continue to innovate and develop the medical interventions we can offer on scene.

It costs approximately £14 million (consolidated costs) to provide London with our advanced trauma team, 24 hours a day, seven days a week.

Traumatic injury is the biggest killer of people under 40 in the UK – but on the worst day of someone's life, our medics can provide hope for the patient and their loved ones.

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.

More information can be found [here](#).

WHO WE ARE



OUR VALUES



Compassionate

We're kind, respectful and always keen to listen to feedback.



Courageous

We're prepared to achieve our mission in challenging environments.



Pioneering

We embrace and lead change through our innovation and creativity.





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.

We each commit to being advocates and stewards of our values at all times. We champion a culture of diversity and inclusion, and work to ensure every employee feels they belong.

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.





Challenge Events Manager

Contract: Permanent

Hours: Full-time

Location: Hybrid working - Remote / Mansell Street, London E1 8AN

Team: Community Engagement

Reports to: Senior Challenge Events Manager

Reports: Challenge Events Officer

Salary: £44,400 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. Challenge events are a crucial part of this strategy, providing a wide range of opportunities for our supporters to fundraise for the charity and engage with our work. We have ambitious plans to expand our third-party events portfolio as well as explore how we further maximise the potential of owned events.

About the role

The Challenge Events Manager will be responsible for the delivery of a programme of challenge events and work closely with the Challenge Events Officer and Senior Challenge Events Manager to maximise the reach and effectiveness of our challenge events and deliver excellent stewardship to our participants. The challenge events portfolio is currently responsible for generating circa £480,000 of income in 2026/27 and this role will lead on the delivery of our largest events (including the TCS London Marathon and Helipad Abseil) and will support in the delivery of other events in the portfolio. This will include planning, recruitment of participants, implementing stewardship plans and supporter journeys and on-the-day event delivery.

In addition, this role will play a key role in analysing performance of our events and developing plans for expanding our events calendar.



Key responsibilities

The role will have the following primary areas of responsibility:

Leadership and management

- Lead, inspire and develop the team, supporting them to deliver stewardship and event management plans, providing regular support through one to ones, objective setting and personal development plans.

Third-party challenge events

- Lead on the planning, organisation and delivery of key third-party challenge events as well as other running, cycling and physical events as appropriate
- Liaise with event partners and organisers to ensure smooth delivery of events and an excellent supporter experience
- Work with the team to design and deliver excellent supporter journeys using email platforms (MailChimp and Customer Insights Journeys) and other channels such as WhatsApp
- Work closely with the marketing team to plan and implement recruitment plans for the challenge events portfolio
- Work with the volunteering team to adequately source volunteer support for events and provide training and support for events volunteers
- Monitor and report on events, contributing towards forward planning and budget management
- Work with the wider team to update and implement new data processes, using Microsoft Dynamics CRM.

Owned event management

- Lead on the planning, organisation and delivery of our owned events working closely with the Senior Challenge Events Manager to effectively work with event partners including Barts Health NHS Trust and external event delivery partners.
- Oversee the stewardship and supporter communications plans ensuring that they're in alignment with charity messaging and provide an excellent experience for participants
- Work closely with the wider community engagement team to ensure our owned events are supported and resourced with involvement from employees and charity volunteers.

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 and behaviours of London's Air Ambulance Charity whilst working towards achieving the strategic objectives of the charity
- Keep informed of trends in challenge events and third-party fundraising, monitoring any changes in regulation and best practice
- Comply with General Data Protection Regulations, ensuring that information on supporters remains confidential
- This role requires flexibility to work some evenings and weekends to support event delivery and this will be stated during the event planning cycle each year.



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

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

We're looking for a highly organised and motivated events professional with experience in delivering successful charitable events and building strong relationships with supporters, participants or customers. You'll have a proven ability to manage budgets, deliver outstanding supporter journeys and use data insights to drive continuous improvement.

Essential knowledge and experience

- Previous experience of managing and delivering charitable events
- Experience of building relationships with supporters, customers or events participants
- Experience of managing event budgets
- Experience of designing and delivering supporter/customer journeys, using insight and data to make improvements
- Experience of using social media as a promotional and stewardship tool
- Experience of using a CRM database to maintain accurate records and to report results.

Desirable knowledge and experience

- Previous experience of managing and delivering third-party challenge events and consistently meeting income and recruitment targets
- Previous experience of managing and delivering owned challenge events
- Experience of working in the fundraising sector
- Line management or supervisory experience
- Experience of using Monday.com or a similar project management tool
- Experience of using Mailchimp/Customer Insights Journeys or a similar email platform.

Skills and personal attributes

- Excellent verbal and written communication skills
- A supporter-centred approach, understanding the importance of delivering an excellent supporter experience
- Strong organisational skills and attention to detail
- Ability to work under pressure and manage multiple priorities
- Problem-solving and decision-making abilities
- Stakeholder management skills
- Data analysis and reporting capabilities.

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.

Our benefits

Working environment

- Hybrid working for most roles, with time split between our offices at Mansell Street or The Royal London Hospital and remote working
- Flexible working arrangements for most roles, with a 35-hour working week (for full-time employees) and core hours of 10:00-16:00
- A collaborative culture built around our values: **compassionate, courageous** and **pioneering**
- Access to a variety of learning and development opportunities to support your career growth
- A commitment to equality, diversity, inclusion and belonging, supported by our employee-led network, **All Inclusive**.

Supporting your wellbeing

- 27 days of annual leave plus bank holidays (pro rata for part-time employees)
- Additional office closure between Christmas and New Year, giving you an extra three days leave each year
- Additional annual leave awarded for long service
- One day's paid moving leave each year
- One day's paid volunteering leave each year to support causes that matter to you
- Compassionate leave
- Enhanced sick pay, providing up to five weeks full pay in a rolling 12-month period from day one of employment
- Access to a free and confidential Employee Assistance Programme, offering support for emotional, financial and legal matters, plus a wellbeing app.

Supporting your financial wellbeing

- Generous pension scheme with a 10% employer contribution when you contribute 5%
- Mediacash health cash plan, helping you claim back the cost of everyday healthcare expenses
- Access to a wide range of employee discounts through sites including Blue Light Card, Health Service Discounts and Perks at Work
- Season ticket loan
- Cycle to Work scheme.

Supporting your family

- Enhanced maternity pay, offering company maternity pay at 75% of your annual salary for weeks seven to 26 of maternity leave

- Life assurance cover equivalent to four times your annual salary.

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 Form and Supporting Statement to recruitment@londonsairambulance.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 email recruitment@londonsairambulance.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 have any questions about this opportunity please email recruitment@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 an online 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.

Deadline for applications	16 August 2026
Shortlisting outcome	By 21 August 2026
First interview date (online)	25 August 2026
Second interview date (in person)	2 September 2026

