



**LONDON'S
AIR AMBULANCE
CHARITY**



VACANCY INFORMATION PACK

FOLLOW US



Registered Charity (801013)



A man with grey hair, wearing a dark blue suit and a white shirt, is sitting on the steps of a red helicopter. He is looking directly at the camera with a slight smile. The helicopter's interior is visible behind him, showing seats and equipment. The word "emas" is partially visible on the side of the helicopter.

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.





Head of Philanthropy and Partnerships

Contract: Permanent

Hours: Full time

Location: Hybrid Working / Mansell Street E1 8AN / The Helipad, The Royal London Hospital, Whitechapel E1 1BB

Member of: Fundraising and Marketing Senior Leadership Team

Reports to: Director of Fundraising and Marketing

Direct reports: Deputy Head of Philanthropy and Partnerships, Senior Corporate Development Manager, Senior Philanthropy Manager (Major Donors), Senior Special Events Manager

Salary: £70K - £75K depending upon experience and 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 the fundraising and marketing team as we build on the strong success of the past two years and invest in diversifying our portfolio with a particular focus on the philanthropy and partnerships team. We have the opportunity and the backing from the board to become leaders in innovative philanthropy and to achieve this we're investing in the right skills and experience to strengthen an already talented team and build on a solid foundation, with the ambition to become a world leader in philanthropic giving.

The team is building on the success of exceeding our 2024 capital appeal budget and the valuable insights gained from that achievement. We're now developing a programme focused on high-value partnerships, unrestricted income and long-term supporter engagement to help deliver the charity's strategic objectives. This marks a shift away from traditional capital asks, towards a funding ask for clinical innovation and research.

About the role

The Head of Philanthropy and Partnerships will provide strategic and visionary leadership for London's Air Ambulance Charity's high-value income portfolio, shaping a bold, insight-driven philanthropy and partnerships strategy that secures long-term, sustainable growth – doubling the income over the next five years. The current portfolio is budgeted to bring in £2.7 million in this financial year. This role is responsible for transforming how London's Air Ambulance Charity engages major donors, corporates, trusts and foundations — building a resilient pipeline, elevating supporter experience and positioning the charity as a sector leader in strategic partnerships and philanthropic impact.

Our CRM system is still in its infancy, and this role will work closely with the CRM implementation team to ensure the future proofing of the system as it develops.

As a key member of the Senior Leadership Team, the post holder will influence organisational strategy, champion innovation and ensure that high-value fundraising is fully integrated into London's Air Ambulance Charity's long-term mission, brand and impact ambitions.



Key responsibilities

- Lead the development and delivery of a multi-year philanthropy and partnerships strategy that aligns with organisational priorities, future growth ambitions and the evolving philanthropic landscape
- Champion a culture of innovation, insight and excellence across the team ensuring high-value fundraising is embedded in organisational planning and impact reporting
- Lead London's Air Ambulance Charity's approach to securing and stewarding transformational gifts, multi-year partnerships and strategic alliances with major donors, corporates and trusts
- Act as a senior ambassador for London's Air Ambulance Charity, representing the charity at high-level engagements, sector forums and partnership negotiations
- Equip senior colleagues, clinicians, trustees and ambassadors to play an active role in high-value fundraising, ensuring consistent, compelling and impact-led messaging
- Developing innovative and forward-thinking programmes across all income streams and special events that will excite our existing and new donors
- Embed advanced insight, data intelligence and behavioural understanding into all high-value fundraising activity, ensuring decisions are evidence-based and future-focused
- Drive innovation in supporter experience, digital engagement, partnership models and stewardship journeys, ensuring London's Air Ambulance Charity remains a leader in modern philanthropy.

Key objectives

- Lead, inspire and develop a high-performing philanthropy and partnerships team, fostering a culture of ambition, accountability, innovation and continuous improvement
- Build future-ready capability within the team, ensuring staff have the skills, tools and confidence to thrive in a rapidly evolving fundraising environment
- Shape long-term income models, investment cases and strategic priorities, ensuring London's Air Ambulance Charity remains financially resilient and positioned for transformational growth
- Personally manage a portfolio of the charity's most influential supporters and prospects, cultivating relationships that drive significant financial and strategic value
- Lead horizon scanning, competitor analysis and market intelligence to identify emerging opportunities, risks and shifts in philanthropic behaviour
- Ensure impact reporting, case for support development and organisational storytelling are world-class, emotionally resonant and aligned to supporter motivations
- Set and oversee ambitious income and expenditure budgets, ensuring strong ROI, robust forecasting and proactive financial management
- Provide strategic oversight of financial performance, risk management and investment decisions across the high-value portfolio
- Ensure full compliance with charity law, GDPR, the Fundraising Code of Practice and all relevant regulatory frameworks
- Work collaboratively across fundraising, marketing, communications, clinical and operational teams to ensure alignment, shared priorities and integrated delivery
- Champion London's Air Ambulance Charity's values and behaviours, ensuring they are embedded in leadership practice, team culture and decision-making
- Promote cross-organisational collaboration, ensuring teams work seamlessly to maximise supporter value and organisational impact



- Ensure compliance with key charity and data protection law, the Fundraising Code of Practice and other relevant marketing and fundraising standards
- Monitor relationships with suppliers and agencies to ensure adherence to contracts and SLAs and effective use of resources.

Key relationships

- Director of Fundraising and Marketing
- London's Air Ambulance Charity's executive team (Directors Group)
- Heads of Teams
- Wider fundraising and charity team
- Key major donors, corporates and trusts.

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

Responsible for the overall performance, strategy and development of the philanthropy and partnerships team, the postholder will provide strong, visible leadership across the function. Operating with a high degree of autonomy, they will take full ownership of decision-making and delivery and will be accountable for achieving agreed outcomes with minimal direct oversight.

You'll be a big-picture thinker with a highly collaborative approach, motivated by the impact of the cause rather than personal ambition. You'll bring significant experience of establishing and developing philanthropy programmes, with a strong track record of building and sustaining partnerships with major donors, corporations and trusts.

Essential knowledge and experience

- Proven experience at a senior level in leading and developing high-value fundraising, philanthropy or partnerships functions
- Demonstrable track record of developing and delivering successful philanthropy programmes, including major donor, corporate and trust income streams
- Experience of leading teams to achieve their full potential with emphasis on a coaching and developing style
- Experience of operating with a high degree of autonomy, setting strategy and delivering results with minimal senior oversight
- Evidence of using insight, research and data to inform strategy and improve income performance, alongside a strong understanding of the UK philanthropy landscape, including trends in major giving, corporate partnerships and innovation in fundraising
- Track record of relationship fundraising / engaging high value donors to give
- Experience of budget setting and monitoring across the whole philanthropy arena
- Understanding of the benefits of integrating fundraising activities across relationship fundraising / individual giving / community fundraising



- Experience of working with and coaching key internal / senior people to engage with high value donors and to make an ask
- Strong understanding of ethical fundraising practice, compliance and donor stewardship standards.

Desirable knowledge and experience

- Experience of raising funds for research and innovation projects
- Experience of leading and developing significant corporate partnership programmes
- Knowledge of GDPR and how it relates to the activities of relationship fundraising (for example, network mapping)
- Knowledge of the Fundraising Code of Practice.

Skills and personal attributes

- A confident and credible leader who inspires trust and brings clarity of direction
- A collaborative approach, able to build strong relationships across fundraising and operational teams to achieve objectives in a non-hierarchical way
- Strategic and forward-thinking, with the ability to see the bigger picture while staying focused on delivery
- Highly self-motivated and comfortable operating with significant autonomy and accountability
- Solutions focused and inclusive approach
- Mission-driven, with a strong personal commitment to social impact and organisational purpose
- Demonstrates honesty and integrity and promotes organisational values and behaviours.

Other

- Willing to occasionally work outside of standard working hours.

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 a first-stage interview. If successful at first-stage interview, you'll be invited to a second-stage interview. You'll be asked to complete a task during the interview process.

Deadline for applications	21 July 2026
Shortlisting outcome	24 July 2026
First interview date	4/5 August
Second interview date	TBC

