Great Western
Air Ambulance Charity

Head of Fundraising Information Pack

Welcome

Thank you for your interest in the position of Head of Fundraising with Great Western Air Ambulance Charity.

We are the youngest air ambulance in England and Wales, celebrating our 11th birthday this year. Despite our youth, our charity is well loved and supported by our local communities in Gloucestershire, South Gloucestershire, Bath and North East Somerset, Bristol and North Somerset. This is a population of around 2.1 million people.

One of the benefits of working with GWAAC is how much the public appreciate what we do – as a charity and as individuals supporting the cause. Whilst not everyone may know that our primary purpose is to provide critical care rather than patient transport, or that we are funded by charitable donations and not the NHS, everyone understands the need for our service, and wants us to be there for them and their loved ones.

As well as treating patients after a serious accident or major medical emergency, we train children in CPR and life-saving skills, as part of our Great Western Heart Starters programme. Our aim is to create a new generation of life-savers – people with the skills to preserve life until professional help arrives. Our medical crew also help to disseminate knowledge and skills to other medical professionals.

GWAAC is unusual in that we are there for everyone – regardless of ethnicity, social-economic status, age or geography. From the horse-rider near Cheltenham to drug users in Bristol, from ramblers in the Forest of Dean to motorcyclists in South Glos, from children on the beach in Weston to retired tourists in Bath - it doesn't matter to us.

We are called to over 1,800 missions a year, and have an impact on multiple people with every critically injured or unwell person we see. This means that our supporter base is broad, and it should be possible for us to work effectively with all parts of society.

In 2018, we ran our first capital appeal, raising over £1.3 million towards the subsequent purchase of our new airbase. Now we need a new Head of Fundraising to build on this success and increase our annual income in order to cover our running costs and fund developments in our frontline service. Each year we need to raise over £3 million in revenue, and this figure will increase. We have benchmarked ourselves against other air ambulance charities, and believe that there is huge potential to increase the level of support we receive. We are open to new suggestions about how we do this, and know that we need to diversify our income even further to reduce our reliance on our weekly lottery and create greater financial stability.

Ours is a small, collaborative and friendly charity, with only around 16 employed staff plus a team of 30 medical crew. We are an enthusiastic, supportive and dynamic team, fuelled by passion for our cause and a healthy balance between work and home life. We are true believers in the concept that fundraising should be fun for everyone, and that a happy team is a productive and successful team.

We have invested in our fundraising team over the last year or two, and now have a team of 10, including specialists in community fundraising, corporate support, grants and trusts, volunteering, legacies and in memory giving.

We have come a long way over the last decade, but we can and must do more to help and engage with our local communities. This is an exciting time for us as a charity, and we seek someone who is just as excited as us about the challenges and huge opportunities in front of us over the next decade. I look forward to hearing from you!

Anna Perry, Chief Executive

About Great Western Air Ambulance Charity

Our overarching vision is that people in our area receive the best Pre-Hospital Emergency Care.

Our focus is clear – we save lives. We provide a Critical Care Team who bring the skills, expertise, drugs and equipment usually found in an Emergency Department to the patient, wherever they are, by helicopter or car. We work closely with South Western Ambulance Service Trust and our colleagues in local hospitals to provide the best joined up care for the patient. But none of this would be possible without the people who support us.

Our strategic objectives from 2018 to 2023 are to:

- Provide a Pre-Hospital Emergency Care service which supplements and supports NHS services
- Be a centre of excellence for Pre-Hospital Emergency Care, promoting best practice and developing innovative new approaches for the benefit of all patients, without diverting charitable funds from core activities
- Be a highly regarded and ethical fundraising charity, maintaining stability through diverse and sustainable income streams and prudent expenditure
- Be recognised and appreciated by local people as a charity that works for them, is people focused and grateful to supporters

However, everything we do is driven and underpinned by our values:

- We put people first
- We behave in an ethical manner
- We are inclusive and welcoming
- We are grateful for the support we receive

Benefits of working for Great Western Air Ambulance Charity

- 35 hour working week (FTE), with flexible hours between 8am and 6pm
- Generous annual leave allowance of 25 days per year, plus Bank Holidays
- Extra days off at Christmas and around your birthday
- Opportunity to fly in a helicopter!
- Free employee counselling service
- Institute of Fundraising individual membership
- Staff representative scheme to support you if needed
- Blue light / NHS discounts at hundreds of high street and online companies
- Opportunity to grow and develop as our charity does
- Designated desk in our open plan office, with a view of Clifton Suspension Bridge
- Cycle to Work and Childcare Voucher schemes
- Working with our fantastic team of staff, volunteers, life-saving doctors and Specialist Paramedics
- Contact with ex-patients, their families and supporters at all levels
- Generous training and development opportunities
- NEST pension with employer contributions
- Well equipped kitchen with as much free tea and coffee as you can drink
- Office located a short walk from North St in Southville, 10 mins from the city centre, with free parking
- Laptop, smart phone and uniform for external events
- Regular social/team building events
- Use of pool cars for work-related travel

Most of these benefits are non-contractual and may be subject to change.

Job Description

Job title:	Head of Fundraising
Salary:	Indicative £40,000 - £50,000 FTE, depending on skills, qualifications and experience
Location:	Primarily our Bristol office, with frequent visits to our South Gloucestershire airbase
Hours:	21 to 35 hours per week over 3 to 5 days
Reporting to:	Chief Executive
Direct reports:	Community Fundraising and Events Manager (with 5 direct reports)
	Corporate Partnerships Coordinator
	Legacy and In Memory Coordinator
	Trusts and Grants Coordinator
	Volunteer Coordinator
Key relationships:	Head of Communications
	Head of Finance and Premises
	Board of Trustees
	Critical Care Team, particularly Air Operations Officer and Lead Doctor
	Key suppliers e.g. lottery provider

Job Purpose

1. Take strategic responsibility for managing, developing and growing income sustainably and ethically
2. Provide creative, bold, focused leadership to achieve a step change in fundraising
3. Work collaboratively with colleagues in the development and delivery of our strategy and success

Core Responsibilities

1. Develop an ambitious, long term fundraising strategy, co-ordinated with other teams, including appropriate thanking, recognition and stewardship of all supporters
2. Develop new, sustainable and cost effective income streams
3. Ensure all donors receive the highest level of care, stewardship and customer service, to maximise their lifetime giving to and engagement with GWAAC
4. Manage overall income generation, ensuring targets are met and staff are supported, motivated and led towards challenging, realistic and sustainable goals
5. Ensure that the team deliver a diverse and balanced mix of restricted and unrestricted income which meets the income needs of the charity
6. Act as an ambassador, representing the organisation and its work with enthusiasm and authority
7. Grow and build effective networks and relationships with a range of external audiences and stakeholders, including politicians, public personalities, Patrons and Ambassadors
8. Develop and steward your own portfolio of key donors
9. Ensure effective monitoring of income and expenditure with a clear set of KPIs
10. Report to stakeholders in a variety of formats and forums
11. Ensure strong internal systems are developed to comply with legal and regulatory frameworks
12. Safeguard and promote the GWAAC brand and reputation in partnership with the Head of Communications
13. Contribute to strategic direction, leadership, planning and decision-making across the charity
14. Support and value our colleagues, crew, volunteers and supporters to help them achieve their best
15. Inspire staff, promote our values, foster creativity, overcome hurdles and encourage collaboration
16. Be responsible for your personal development, seeking out and making the most of opportunities

This description does not attempt to describe all the activities of the post but rather illustrates with examples the main role of the post holder. It is therefore subject to alteration and development.

Person Specification

E = Essential, D = Desirable

Skills, knowledge and experience	
Experience of developing and setting strategy at a senior level	**E**
Experience of managing multiple income streams in a UK charity	**E**
Experience of setting, managing and delivering ambitious fundraising targets across diverse income streams, including individual giving	**E**
Experience of developing, leading, mentoring and managing an effective fundraising team	**E**
Experience of successfully developing and managing a major fundraising campaign	**E**
Ability to inspire confidence with trustees, colleagues and team members	**E**
Sound knowledge of fundraising standards, regulations and relevant legislation	**E**
Excellent written skills with the ability to prepare persuasive proposals and accurate reports.	**E**
Sound numerical skills with the ability to analyse performance and trends	**E**
Good ICT skills, including Microsoft Office and CRM use	**E**
Record of building effective relationships with major donors	**E**
Experience of developing charity retail or trading arms	**D**
Experience of working with senior volunteers, Patrons or Ambassadors	**D**
Familiarity with GWAAC's operational area	**D**
Personal qualities	
Committed to the vision, values and work of Great Western Air Ambulance Charity	**E**
Committed to safeguarding, equality, diversity, sustainability and social responsibility	**E**
Ability to think strategically with proven problem-solving ability	**E**
Excellent diplomatic and interpersonal skills with ability to develop strong long term relationships	**E**
Exceptional organisational skills, flexibility, and ability to meet tight deadlines	**E**
Exceptional influencing and negotiation skills	**E**
Champion of positive change	**E**
Determination, resilience, tenacity, initiative, drive, maturity, discretion and personal authority	**E**
A commitment to professionalism and excellence	**E**
Other requirements	
Willingness to work outside normal office hours when required and reasonable	**E**
Willingness to travel regionally and occasionally nationally for events, meetings and training	**E**
Compliance with organisational policies, procedures and Codes of Conduct	**E**
Driving licence and access to a vehicle, or alternative means of travelling around our urban and rural area effectively	**E**
Satisfactory DBS check if required	**E**

How to apply

If you would like an informal discussion about the role, please contact our CEO, Anna Perry, via jobs@gwaac.com, to arrange a telephone conversation at a mutually agreeable time. Face-to-face meetings will not be possible.

To apply, please send the following to jobs@gwaac.com by 8am on Tuesday 25th June 2019:

- An email with your contact details in case of queries, and availability for interview on the dates below
- A covering letter of no more than 4 pages, outlining how you meet the Person Specification and including your salary expectations and desired working hours
- CV of no more than 2 pages, including a full employment and education history

Indicative selection dates: Wednesday 3rd July
Thursday 4th July
Monday 8th July

We anticipate a single stage process, including an interview, a presentation and an opportunity to meet the team.

We politely decline any contact from employment or recruitment agencies.

The successful applicant will be required to provide referees from their last two employers as a minimum, and demonstrate their right to work in the UK.