



# Events Manager

Vacancy information pack

20  
YEARS  
SAVING  
LIVES



Essex & Herts  
**Air Ambulance**

Your local life-saving charity



## An introduction from the CEO



Hello,

It is my pleasure to extend a warm welcome to you as you think about joining our team! The people who work with us are our most important asset.

Upon joining Essex & Herts Air Ambulance (EHAAT) you will become part of a dynamic, fast growing family, committed to being a safe and effective health care provider.

We are looking for an outstanding person, experienced within the Charity sector, to help implement and drive the Trust's fundraising strategy.

This application pack is designed to familiarise you with an overview of the Trust and provide you with details of our current job vacancy.

Yours sincerely

Jane Gurney  
Chief Executive Officer



## **Mission statement**

Our aim is to save lives, reduce or prevent disability, or suffering from critical illness and injury, by delivering a first class pre-hospital emergency medical service to the people of Essex, Hertfordshire and surrounding areas.

Our highly skilled and specially trained Pre-hospital Care Doctors and Critical Care Paramedics work alongside our regional partners using helicopters and Rapid Response Vehicles fitted with state-of-the-art life-saving equipment. Our Critical Care Teams are dispatched by the East of England Ambulance Service Trust.

We are here to assist everyone who lives, works, or is travelling through the region. The service is provided by the Charity free of charge to patients of all ages, from every background and faith, who require the most advanced clinical care.

## **Our Charity pledge to our donors**

As a Charity, we rely on the generous support of the people and businesses of both counties to keep our life-saving service operational. That's why we work hard to ensure the very highest standards of fundraising, to build a strong and sustainable future for our work.

EHAAT is a member of the Institute of Fundraising, the Fundraising Regulator, the Gambling Commission and The Lotteries Council. We abide by, and aim to exceed, the code of conduct requirements for each of these organisations, as well as for the Charity Commission for England and Wales.

Our supporters can be reassured that we put their interests at the heart of our fundraising activities. We will not share donor data with third parties or keep donors' details on file if we have been asked to remove them.

## **Our Values** *It's what we say, it's what we do, it's who we are...*

**PASSIONATE** - We believe in our cause and are totally committed to the service we provide. The energy and enthusiasm we show demonstrates our motivation to sustain what we do.

**PROFESSIONAL** - We show professionalism in every way, ensuring we do even the simple things well and that we portray the right image for our brand. We treat everyone as they would wish to be treated.

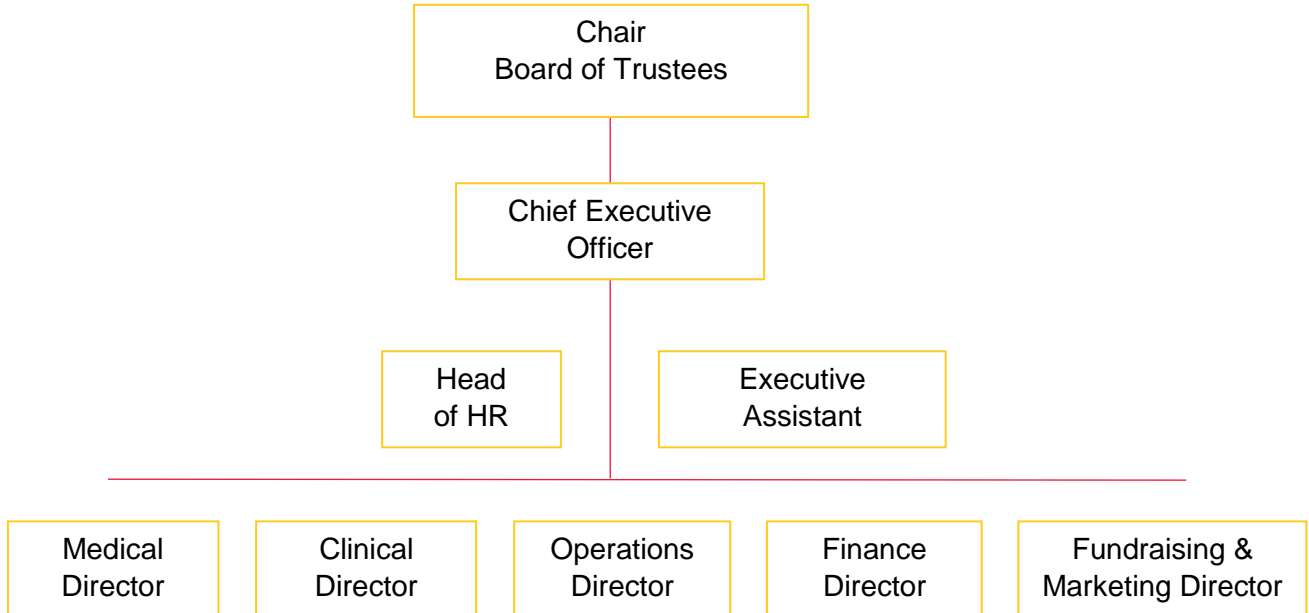
**INNOVATIVE** - We drive forward clinical innovations and constantly look for ways to improve what we do – encouraging initiative, being creative, learning from our mistakes and being open to making changes when needed. We are successful and lead from the front with huge drive, determination and energy.

**TRUSTWORTHY** - We are credible and honest; we do what we say we'll do and we deliver high standards. We meet the needs of the patients we serve and we won't let them down.

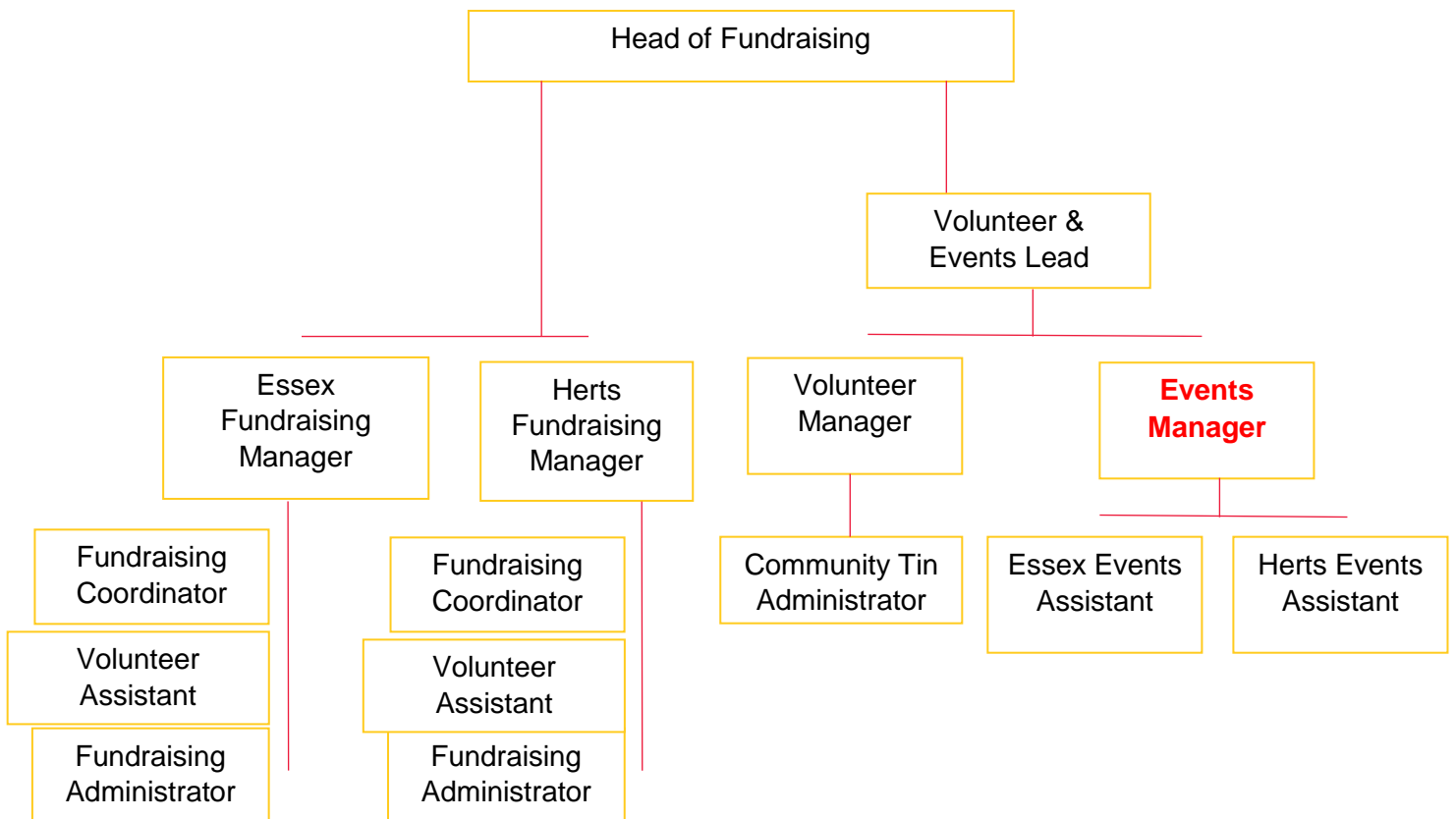
**DEDICATED** - We are loyal, kind, compassionate and considerate to each other - and to the patients we serve. We pull together as a family to achieve a common goal. We care about the cause and about each other; we are never off-duty.



## EHAAT Executive Team



## Department Team





## Job description

Job Title	Events Manager
Reporting to	Volunteer & Events Lead
Based at	Either Earls Colne, Essex or Church End, Hertfordshire
Contract	Permanent, full-time
Salary	Competitive
Start Date	ASAP

## Criteria

### Essential

- Previous experience in a similar role
- Have a “can-do” attitude
- Flexible and trustworthy
- Excellent communication skills
- Excellent interpersonal and people management skills
- Ability to communicate with a wide variety of audiences
- The ability to inspire and motivate others to support the Charity
- To have a full driving license and have access to a vehicle

### Desirable

- Good knowledge of Essex & Hertfordshire

### Other information

- Working adhoc evenings and weekends is a requirement of this post

## Job purpose

Work closely with the Volunteer & Event Lead to delivering the Event Strategy for the Charity in order to meet targets. To manage the delivery of all Trust events from initial planning stages through to delivery. To actively seek corporate sponsorship for all Charity Events.



## Key responsibilities

1. Working closely with the Volunteer & Event Lead in all areas as required.
2. Work closely with the Volunteer & Event Lead to deliver the Charity's Event Strategy and ensure all objectives and targets are met.
3. Manage all Charity events, across Essex & Hertfordshire. Responsible for all aspects of event planning from conception through to delivery. This includes working at the events.
4. Work closely with the Volunteer & Event Lead to ensure Event income, expenditure budgets and non-financial targets are met.
5. Work closely with the Volunteer Manager to ensure all information is provided for our Volunteer Team to attend our events.
6. Liaise with the Volunteer Manager prior to and at all the event to ensure a smooth process is in place for the Volunteer Team to deliver as required.
7. Chair event committees made up of external & internal representatives.
8. Ensure all event roles are fulfilled and adequately briefed (Volunteers, Staff, Clinical Crew, Trustees, external groups, Promo staff).
9. On the day of the event provide professional event management and following the event prepare a post event evaluation for Volunteer & Event Lead.
10. Work closely with our Communications Team to ensure marketing and promotional material are created and delivered on time. Also ensuring the Event Web pages are accurate and up to date throughout the event campaign.
11. Support the team to activity increase supporter sponsorship sign ups across all events. Actively promote events through – developing relationships with local contacts / groups / organisations / leaflet distribution.
12. Develop existing events to their greatest potential. Research other suitable events and provide information on innovative ideas for future events.
13. With the support of Volunteer & Event Lead plan the Charity's Events Calendar. Ensuring it is updated and distribute as required in good time.
14. Source venues, equipment and suppliers for specific events.



15. Establish and develop relationships with new corporate partners across both counties to increase sponsorship revenue in line with budget forecasts.
16. Working closely with Trusts & Special Projects Officer prepare sponsorship proposals and packages for key opportunities within our Events.
17. Negotiate final package and ensure all obligations for both parties are fulfilled.
18. Have a solid understanding of Event Health and Safety practices and ensure these are in place and observed at all of our events.
19. Manage the control and maintenance of EHAAT event equipment. Assist in delivering staff and Volunteer training in relationship to Event requirements.
20. Oversea booking external contractors and event equipment as required.
21. Build existing venue relationships. Research potential new venues.
22. Attend relevant networking events on regular basis in order to promote the work of the Charity. This will include attendance outside of normal working hours.
23. Understand and use the Charity's Management Database System. Maintain accurate records using the CRM system and provide monthly reports as requested.
24. Build a strong relationship with our Volunteer Team.
25. Work closely with the Fundraising team to cross promote our Fundraising and Events initiatives.
26. Travel across both counties promoting the work of the Charity and building relationships.

## **How to apply**

Apply with CV and covering letter to [caroline.beresford@ehaat.org](mailto:caroline.beresford@ehaat.org)

## **Maybe not this vacancy?**

Why not join us as a volunteer?

We are glad that you're thinking of joining our team. If you would like to know more about becoming a volunteer visit our website [www.ehaat.org](http://www.ehaat.org) or send an email to [volunteer.team@ehaat.org](mailto:volunteer.team@ehaat.org)