



Head of Fundraising

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 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.

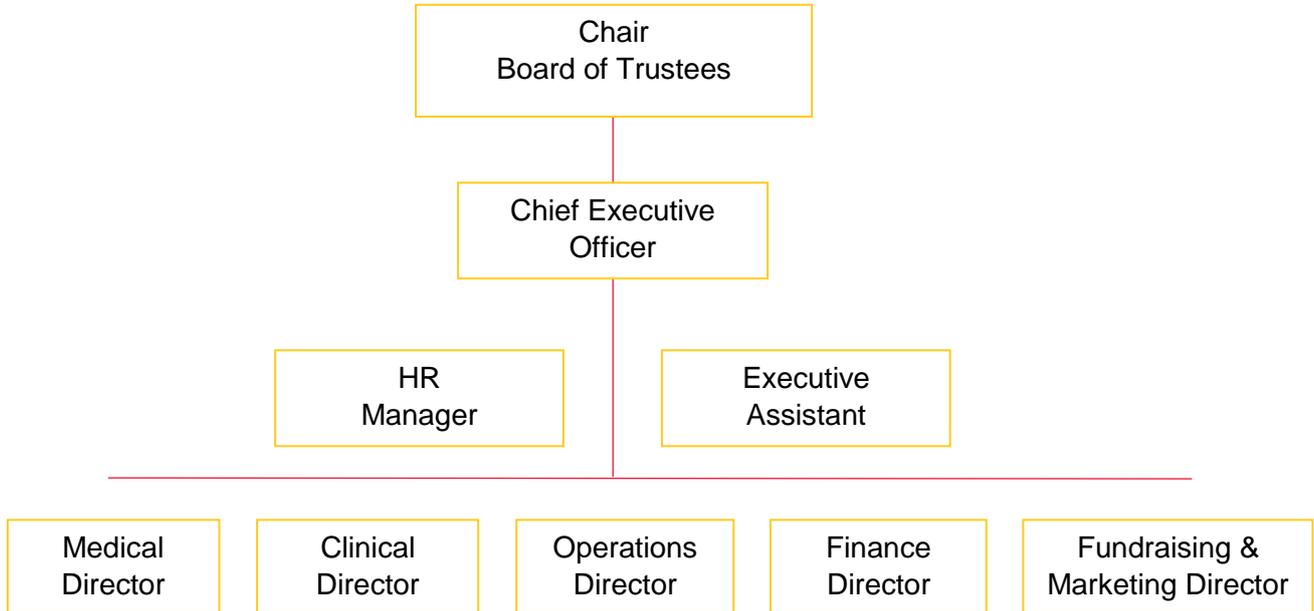
INNOVATIVE - We drive forward clinical innovations and constantly look for ways to improve what we do – encouraging initiative, being creative, learning from our mistakes and being open to making changes when needed. We are successful and lead from the front with huge drive, determination and energy.

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.

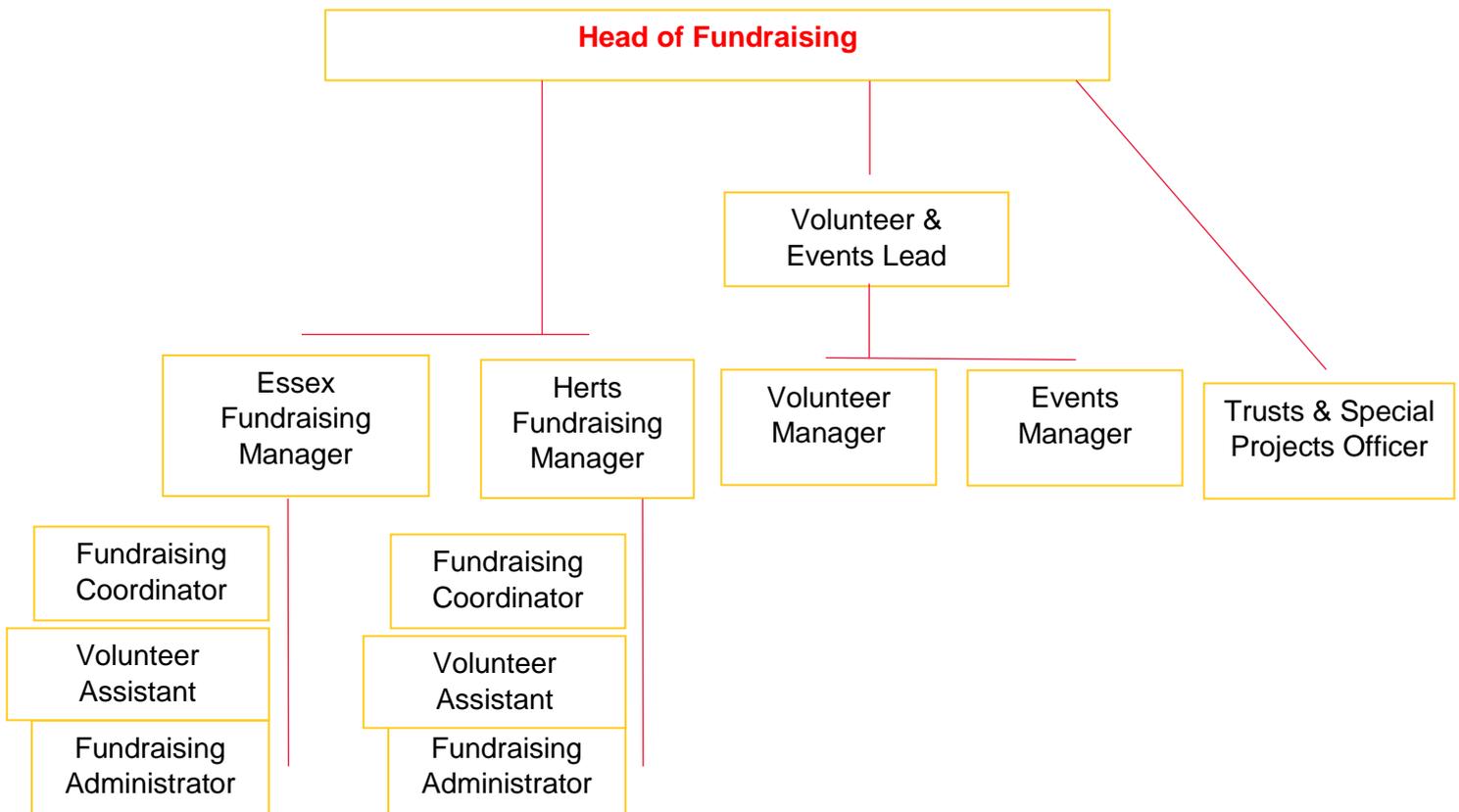
DEDICATED - We are loyal, kind, compassionate and considerate to each other - and to the patients we serve. We pull together as a family to achieve a common goal. We care about the cause and about each other; we are never off-duty.



EHAAT Executive Team



Department Team





Job description

Job Title	Head of Fundraising
Reporting to	Fundraising & Marketing Director
Based at	Earls Colne, Essex (2 days per week to work from Herts office)
Contract	Permanent, full-time
Salary	Competitive
Start Date	ASAP

Criteria

Essential

- Previous experience in a similar role
- An understanding of the role of the Fundraising Regulator
- A highly motivated, income focused individual
- Have a “can-do” attitude, who is flexible and trustworthy
- Excellent professional telephone, oral, written, and IT communication skills
- Excellent interpersonal and team working skills
- A confident public speaker who is able to communicate with a wide variety of audiences
- Highly organised and efficient in managing workload
- The ability to build strong long lasting relationships.
- The ability to inspire and motivate others to support the Charity
- To have a full driving license and have access to a vehicle
- Good knowledge of Essex & Hertfordshire

Other information

- The post holder will be working across both the Charity’s offices
- Working evenings and weekends is a requirement of this post

Job purpose

Responsible for developing and implementing a fundraising strategy to increase and diversify revenue streams across both Essex and Hertfordshire. Working with people at all levels to inspire staff, volunteers, corporates and the general public.



Key responsibilities

1. Work with the Fundraising & Marketing Director to develop an effective fundraising strategy and new revenue streams.
2. Work closely with the Fundraising Manager's to develop key fundraising initiatives in Essex and Hertfordshire.
3. Work closely with the Volunteer & Events Lead to ensure EHAAT events are delivered on budget.
4. Work closely with the Volunteer & Events Lead to ensure that the volunteer strategy is delivered.
5. Ensure overseas challenges revenue and attendee targets are met. Support the Fundraising Managers to research destinations and plan budget. Attend challenges if required. Work with the Fundraising Managers to produce evaluation report for the Marketing & Fundraising Director.
6. Build relationships with larger corporates to secure partnerships and sponsorships in both counties. Work closely with the Trust & Special Projects officer to deliver agreed grants & sponsorship targets.
7. Deliver presentations as and when required to internal and external parties, including companies, third party fundraisers and visitors.
8. Identify new fundraising appeals/projects/initiatives/events with the senior Fundraising Team and research ideas, work within agreed budgets and deliver those that meet the criteria. Produce evaluation reports for the Fundraising & Marketing Director.
9. Work closely with the Head of Marketing & Communications to ensure that all teams are working together to maximise opportunities and to reach targets set.
10. Set budgets working closely with the Fundraising & Marketing Director and senior Fundraising Team to ensure targets are realistic and that income is increased year on year.
11. Have a full understanding of budgets and report fundraising activity and figures to the Fundraising & Marketing Director on a monthly basis for board reports.
12. Attend relevant networking events on a regular basis in order to promote the work of the Charity.
13. Understand and use the Charity database effectively to aid fundraising.
14. Look to develop growth across all areas by being proactive and engaging with new contacts.
15. To organise and host regular team meetings to ensure all initiatives/events/projects/appeals etc. are on target to meet their objectives.
16. Working closely with the Volunteer & Events Lead and the Volunteer Manager to ensure the Visitor Centres are used to generate income.
17. Attend as and when necessary EHAAT's own events and key community events.
18. Work closely with the AAAC Corporate Partnerships Manager to help generate national income and develop relationships in both Essex & Hertfordshire.
To attend quarterly Regional Fundraising meetings with neighbouring Air Ambulance charities.



How to apply

Apply with CV and covering letter to 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 or send an email to volunteer.team@ehaat.org