



LINCS & NOTTS
AIR AMBULANCE
SAVING LIVES EVERYDAY

Supporter Engagement Manager

Recruitment Information Pack 2024





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MESSAGE FROM OUR CEO

Thank you for your interest in joining the Lincs & Notts Air Ambulance (LNAA). We are a friendly, inclusive and dynamic team focussed on ensuring we deliver the best possible pre-hospital critical care for the people of Lincolnshire and Nottinghamshire.

Patients are at the heart of everything we do. We are here to help save lives. Our highly skilled crews of doctors, paramedics and pilots deliver hospital A&E level care at the scene of an incident when minutes really matter. We undertake more than 1,700 missions every year, tending to patients in what is often their greatest hour of need.

This is an exciting and challenging time of growth and development at LNAA. In the last couple of years we have moved into our purpose-built HQ and airbase, transitioned to operating 24/7 and registered with the Care Quality Commission (CQC) as a clinically independent health care provider, striving to always be at the cutting edge of pre-hospital care.

We are an independent Charity and rely almost entirely on the support and generosity of the communities we serve. Every member of our team has a vital role to play in our life-saving work.

We look forward to receiving your application.

Good Luck!

Karen

Karen Jobling
Chief Executive Officer

WHO WE ARE

We are LNAA and we aspire to save lives every day.

We are led by our values - Teamwork, Respect, Innovation, Compassion.

We serve a population of almost 1.6m across Lincs & Notts.

Since we first took to the air in 1994, we have been tasked to over 28,500 emergencies.

Accidents and medical emergencies can change lives forever and that's why we are committed to saving lives and providing cutting-edge, pre-hospital critical care. We are a vital part of your community, your lives and your safety. We're driven by our purpose of saving lives and ensuring the best possible outcomes for our patients.

In 2023 we were called to respond to just under 1,700 incidents - our busiest year on record. Our crews of pilots, doctors and paramedics, along with our life-saving equipment, are on call and ready to respond 24/7, 365 days a year.

Our highly skilled multi-disciplinary team operate at the very forefront of Helicopter Emergency Medical Services (HEMS). They perform life-saving interventions, including emergency chest and heart surgical procedures, deliver emergency anaesthesia and administer blood transfusions to patients suffering from life-threatening blood loss.



HOW WE WORK

OUR VISION

To be by the side of more patients, enabling the delivery of world-class care.

OUR MISSION

To provide outstanding care, by helicopter and car, 24/7 to the people of Lincs, Notts and beyond.

OUR VALUES - TRIC

We have four values (TRIC) that express and represent our shared understanding of the principles that are important to us. They set out the things that we aspire to be as a Charity and that underpin everything we do.

TEAMWORK

Employees, crew, volunteers, partners and the community; One indivisible team.

RESPECT

We treat everyone with consideration, appreciation and acceptance.

INNOVATION

We aim high and embrace opportunities to improve and enhance everything that we do.

COMPASSION

We treat others with sensitivity, consideration and kindness.



JOB ROLE

This is a great new opportunity to join our charity and be part of our growing team.

The main purpose of this role is to support the development and implementation of supporter-centric strategies to provide exceptional donor engagement to underpin the delivery of the LNAA Income and Engagement Strategy.

MAIN TASKS

- In conjunction with the Head of Comms & Marketing, develop and implement supporter-centric strategies to ensure all LNAA supporters receive a warm, consistent, and timely response to donations and queries across all channels of communication.
- Be instrumental in developing a service and culture to ensure all supporters feel valued, appreciated, and understand the positive impact of their support and donations.
- Ensure all supporter data is managed in accordance with what supporters expect and in complete compliance with GDPR and all existing legislation.
- Ensure the supporter engagement team process donations in an accurate, timely and efficient manner and supporters are thanked appropriately.
- Provide the Head of Comms & Marketing with regular progress reports including delivery of key performance indicators as required.

HOURS

37.5 per week

SALARY

£32,000 - £37,000
per annum depending
on experience

TYPE

Permanent

REPORTING TO

Head of Comms &
Marketing

LOCATION

HEMS Way, Lincoln,
LN4 2GW.

Please note, this is not
a hybrid role and
requires daily
presence on site at
LNAA HQ.



- Inspire internal and external stakeholders to have supporters top of mind, bringing the voice of the supporter into all decisions.
- In conjunction with the Head of Comms & Marketing, develop the multi-year budgets for Supporter Engagement and report effectively on progress
- Lead, manage and develop the Supporter Engagement team.
- Provide effective and motivating leadership and line management to the Supporter Engagement team, ensuring staff have clear objectives and well-defined personal development plans so that they deliver to high standards.
- Proactively seek to build skills within the team to continually develop capacity and effectiveness, through appropriate recruitment, training, feedback and personal development.
- Be responsible for the relevant compliance with GDPR, Charities Act, Fundraising Regulator and Chartered Institute of Fundraising Codes of Conduct and Codes of Best Practice.
- Keep up to date with relevant professional developments including funding streams, legislation, policy developments, competitor activity and relevant new initiatives as well as sector CRM developments.
- Work across the income and engagement department and wider organisation promoting good working practice in supporter care and data insight.

PERSON SPECIFICATION

EXPERIENCE

Essential

- Experience of developing and delivering engagement strategies for a supporter or customer base to maximise long term value to an organisation.
- Experience managing performance of others and helping people to develop, grow and achieve their potential.
- Experience of using a CRM system to provide supporter/customer understanding and to drive business performance.

Desirable

- Experience of using Donorflex.
- Experience of developing strategies to develop insights on a supporter or customer base.
- Experience of successfully leading a supporter or customer care/engagement function.

SKILLS & ABILITIES

Essential

- An inspiring, collaborative leader that encourages integration and supports their teams to succeed.
- Financially literate, able to accurately develop budgets and plans, and report on these.
- Excellent organisational skills, able to prioritise and meet deadlines.
- Ability to act independently whilst having the skill to know when to consult.
- Excellent working skills and abilities in using MS Office and other relevant IT skills.

PERSONAL DISPOSITION

Essential

- Influencing skills and experience of implementing change.
- High levels of curiosity & external awareness.
- Ability to maintain a high level of productivity while managing competing priorities.
- Continuous improvement mindset.
- Energy, enthusiasm and drive.
- A strong, flexible and positive work ethic.
- Self-motivated and able to retain enthusiasm and stay focused.
- Open to new opportunities and eager to be part of a growing organisation.
- A willingness and desire to be flexible, adapt and change as the charity requires.
- A supporter-oriented attitude.
- Commitment to the values of LNAA and the broader sector that it operates in.

EMPLOYEE BENEFITS

We offer our employees 25 days annual leave per year, in addition to public bank holidays (pro rata for part time staff). This entitlement increases by 1 day per completed year of service with the Charity, up to 30 days.

We also offer an additional day off on your birthday!

Following successful completion of a probationary period, we offer access to an employee assistant programme, which gives money back on everyday health and wellbeing costs such as opticians and dental work, plus professional GP and counselling services.

As part of the Emergency Services, you are eligible to receive a Blue Light card, giving various discounts.

Our current auto-enrolment pension scheme typically includes a 6% employer contribution, with 4% employee contribution.

There are a range of learning and development opportunities available.

We offer an enhanced occupational sick pay scheme.

You will also be provided with a life cover, following successful probationary period, which pays 3 times your annual salary.



APPLY NOW

For your application to be considered, you must email a copy of your CV and a supporting statement (maximum of 2 pages) detailing how you meet the needs of the role and the person specification to: recruitment@ambucopter.org.uk

Deadline for applications: Monday 22nd April 2024

Interview date: Week commencing Monday 29th April 2024

Please note, we reserve the right to close the vacancy earlier than the scheduled date if a sufficient number of applications are received.

Lincs & Notts Air Ambulance is an equal opportunities employer and aims to ensure all applicants are treated fairly and equitably regardless of gender, race, colour, ethnicity, age, disabilities, social economic background, religious or political beliefs, marital status, maternity or paternity, or sexual orientation.



2023 MISSION STATS

Lincs & Notts Air Ambulance | ambucopter.org.uk

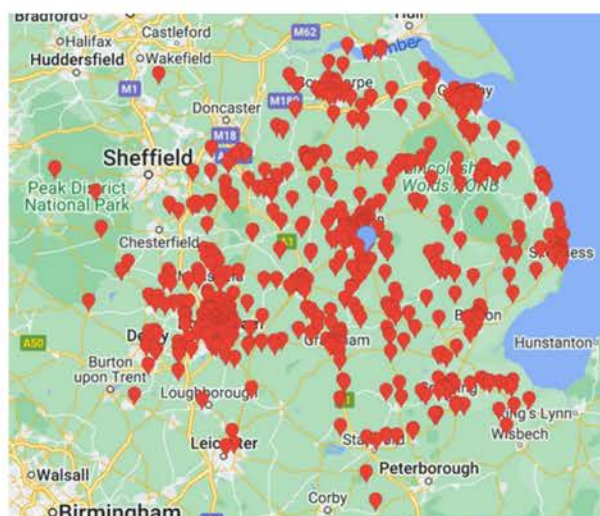


1,771 MISSIONS LAST YEAR

That's 151 more incidents than in 2022. Our crews responded to 840 incidents by air and 580 missions during the hours of darkness.

MISSION LOCATIONS

1044 Lincolnshire
541 Nottinghamshire
186 Beyond



Registered Charity No. 1017501

INCIDENT TYPE

676 Medical
488 Road Traffic Collisions
218 Accidental Injury
158 Assaults
50 Sports / Leisure
181 Other