



# **LINCS & NOTTS**

## **AIR AMBULANCE**

### **SAVING LIVES EVERYDAY**

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 Crew of doctors, paramedics and pilots deliver hospital A&E level care at the scene of an incident or accident when minutes really matter. We undertake more than 1,000 missions every year, tending to patients in what is often their greatest hour of need.

We don't receive any government funding for our daily, life-saving work and so we rely on the generosity of our supporters. The communities of Lincs & Notts keep us going and without them we simply couldn't save lives.

We are on the cusp of a number of exciting changes, having recently moved into our purpose-built HQ and airbase, now operating on a 24/7 basis and registering with the Care Quality Commission (CQC) to become clinically independent, striving always to be at the cutting edge of pre-hospital critical care.

The tie that binds our team together here at LNAA is our set of values – Teamwork, Respect, Innovation, and Compassion (TRIC). We display these attributes in the way we work, how we interact with the people we come into contact with, from former patients and volunteers, to our supporters and colleagues.

We look forward to receiving your application.

Good Luck

*Karen*

Karen Jobling  
Chief Executive Officer



# WHY WORK

## HERE?

The Lincs & Notts Air Ambulance (LNAA) provides lifesaving critical care to the communities of Lincolnshire & Nottinghamshire, funded by public donations. If somebody is involved in a serious incident or suddenly taken ill, speed and time are of the essence. Giving a patient the best chance of survival, our Air Ambulance crew effectively take the A&E department to the scene of the emergency.



## STAFF BENEFITS



We offer our employees 22 days per annum annual leave, in addition to bank holidays (pro rata for part time staff) which increases by 1 additional day per completed year of service. We also offer an extra day off on your birthday.

Following completion of a 6-month probationary period, we offer access to a Health & Wellbeing Care Plan, plus an Occupational Sick Pay Scheme. We also provide a life insurance at 3 times your annual salary.

## TO APPLY

Please email a copy of your CV and cover letter clearly explaining how you meet the needs of the role to: [recruitment@ambucopter.org.uk](mailto:recruitment@ambucopter.org.uk)

Deadline for Applications: 2<sup>nd</sup> December 2021



# LINCS & NOTTS AIR AMBULANCE

## JOB DESCRIPTION

**TITLE:** Supporter Engagement Manager

**BASE:** Hems Way, Lincoln, LN4 2GW

**HOURS:** 37.5 hrs per week

**TYPE:** Permanent

Additional weekend and unsocial hours may be required

**REPORTING TO:** Director of Fundraising

**SALARY:** £32,000 - £35,000

### **MAIN PURPOSES OF ROLE:**

The Supporter Engagement Team is the first point of contact for all our supporters. As the Supporter Engagement Manager, you will lead the Supporter Engagement Team. You will be responsible for leading on delivering excellent customer service, ensuring that all supporters are engaged with and receive exceptional supporter care, are encouraged to support us further, information is captured, income is processed, thanked, and banked in the best way possible, and supporters are stewarded effectively. You will continuously improve processes and procedures to ensure all our donors and supporters have a great experience supporting LNAA.

### **TASKS AND DUTIES:**

- Develop and implement a new Supporter Experience strategy, consulting with colleagues from across the charity to set clear long-term and short-term objectives, with measures and KPIs based engagement targets, monitor and review team performance against these and provide regular reports to the Director of Fundraising.
- Recruit and manage your team effectively to deliver excellent supporter engagement across all channels including telephone, email, postal and social media enquiries from LNAA supporters. Ensure all requests for materials from supporters are fulfilled in line with the specific supporter journeys and provide support and advice to our supporters with their fundraising activity.
- You will be responsible for the Supporter Engagement Team budget, setting, monitoring, and reporting on expenditure. Taking proactive action to address any overspends, manage resources, and capitalise on opportunities and work to minimise expenditure, to ensure you do not exceed budget.
- Be responsible for ensuring supporters receive the highest standard of customer service and that all LNAA fundraising income is processed, thanked, and banked in a timely manner.
- Be an active member of the Fundraising & Communication management team, working to devise and deliver a clear Supporter experience and create effective and engaging supporter journeys for all audiences.

- With your team, provide an excellent supporter experience to all members of the public, our supporters and volunteers and ensure timely, compliant recording of financial and personal information.
- Lead on the monitoring, reviewing and standardisation of processes for recording, banking and acknowledgement of income, supporter contact and preferences, complaints, and enquiries.
- Ensure the Supporter Engagement Team adhere to GDPR and all other appropriate regulatory and legislative guidelines.
- Lead a passionate and motivated Supporter Engagement Team, identifying opportunities for development and ensuring your team are the best they can be, to make sure all LNAA supporters have a great experience. Carry out regular one to ones and appraisals and have clear objectives and meet agreed KPIs, within agreed timescales.
- Take overall responsibility for the recording of all voluntary income onto the fundraising database and production of reports and analysis within set deadlines. Working closely with Finance to regularly check compliance with audit requirements and review and code all income correctly.
- When required, provide the Director of Fundraising with timely information to address the resolution of all complaints received ensuring satisfactory conclusion, recorded learnings.
- Keep abreast of sector developments and maintain up to date knowledge of changes in supporter/customer care protocols to ensure the organisation remains competitive and compliant at the forefront of Supporter Experience and Engagement within the sector.
- To provide support to the wider fundraising team by attending events, and to represent LNAA at cheque presentations and/or networking events where appropriate.

## **1. General duties/responsibilities**

- All staff must ensure confidentiality and security of information dealt with while performing their duties. They must comply with and keep up to date with charity policies and legislation on confidentiality, data protection, freedom of information and computer misuse.
- All staff are required to adhere to and act consistently with all relevant health and safety legislation and charity policies and procedures to ensure that their own and the health, safety and security of others is maintained.
- Actively promote the charity's commitment to equality and diversity by treating everyone with dignity and respect.
- All employees have a responsibility for protecting, safeguarding, and promoting the welfare of children and vulnerable adults.

- It is the responsibility of all employees to conduct all business in an honest and ethical manner.
- Uphold and demonstrate the charity’s values (Teamwork, Respect, Innovation, Compassion).
- Ensuring personal actions do not damage the reputation of the charity, e.g., social media/behaviour.
- Undertaking any activity as deemed appropriate by the charity and in line with skills, experience, and knowledge.

**Person Specification**

<b>Job Related Criteria</b>	<b>Essential</b>	<b>How Identified</b>	<b>Desirable</b>	<b>How Identified</b>
<b>Qualifications</b> (Academic, Professional & Vocational)	High level of English – spoken and written  Competent numeracy	<b>A/I</b>	English GCSE or equivalent  Maths GCSE or equivalent, or other relevant qualification	<b>A/I</b>
<b>Previous Experience</b> (Nature & Level)	Relevant experience working in and managing a team in supporter care or customer service environment.  Use of a CRM within a fundraising or customer care environment.  Good knowledge of UK Data Protection Legislation – with particular reference to GDPR  Knowledge of supporter/customer journey planning  Budget setting and management	<b>A/I</b>	Experience of working in a fundraising or charity environment.	<b>A/I</b>

<b>Evidence of Particular:</b> - Knowledge - Skills - Aptitudes	<p>Good interpersonal skills: able to respond to requests from colleagues in a friendly and helpful manner.</p> <p>Ability to meet deadlines and work under pressure, prioritising and managing a varied workload.</p> <p>Excellent attention to detail and accuracy</p> <p>Ability to maintain strict confidentiality when dealing with personal information.</p>	<b>A/I</b>		<b>A/I</b>
<b>Specific Requirements</b>		<b>A</b>		

The above job description is a guide to the work you may be required to undertake. You may be required to undertake other duties within your capability subject to organisational requirement. This job description does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

**Signed**

**Date:**