

Fundraising team leader

Recruitment Pack

Join our lifesaving team

WILTSHIRE
+BATH AIR
AMBULANCE
Going above + beyond



Welcome

It is my pleasure to extend a warm welcome to you as you consider joining our Wiltshire and Bath Air Ambulance Charity family.

The team who work with us here at the Charity are our most important asset.

Upon joining us, you will become part of a dynamic, fast-growing organisation which is committed to being a safe and effective clinical care provider.

People are at the centre of everything we do; we aspire to be values driven and work together in an open and honest culture.

We believe every employee plays a part in saving lives, no matter what their role in the organisation. We are one team with one goal.

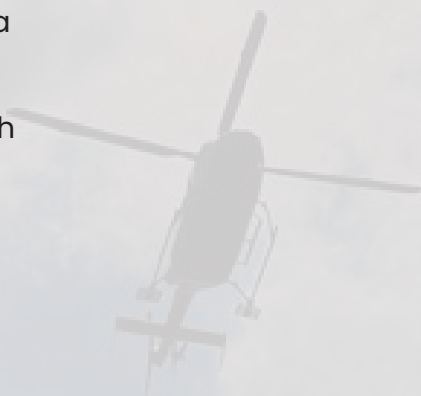
We treat everyone with dignity, value their contributions and help one another succeed.

We very much consider ourselves a family, and we hope that anyone who chooses to join us will feel as privileged as we do to work for such an amazing Charity.

We have plans in place for a very exciting future and we would love you to join us on our journey!



David Philpott
Chief Executive



**Our journey starts with
our mission statement,
which is simple.**

We save lives.



**We do this by raising sufficient
funds to finance an air ambulance
service in Wiltshire and Bath.**

**All our activities across the
organisation are informed by our
Mission, Vision, Values and Culture.**

OUR VALUES

Teamwork



We are one team, with one goal, and embrace collective genius.

Respect



We treat everyone with dignity, value their contributions and help one another succeed.

Passion



We are committed in mind, body and spirit.

Excellence



We aspire to be the best in everything we do and strive for continuous improvement.

Personal touch



We will be real, honest, inclusive and transparent in all our dealings with each other and our supporters.

Integrity



Every donor and supporter will be valued in exactly the same way, irrespective of size of donation or other contribution to the Charity.

Communicate



We will communicate with people so they are informed of all important matters in a timely way - whilst also recognising that some matters are personal or commercially confidential.

Planet



We will be a responsible Charity and make a difference by using local companies and where possible sourcing recycled and sustainable materials.

We have an aspiration to offset our carbon emissions where possible. Our building is fitted with energy saving light bulbs, high specification insulation and natural ventilation and cooling.

OUR IMPACT



STUART FROM WESTBURY'S STORY

"They saved my life."

But it's not just my life they saved. It meant I could get married and we have our two beautiful daughters.

After collapsing at home in Westbury, they flew me to Southmead Hospital within 11 minutes. If we'd gone by road it would have taken over an hour to get there and it's unlikely I'd be telling you this story now.

WESTEK, MELKSHAM

"Choosing Wiltshire and Bath Air Ambulance Charity as our Charity of the Year has provided a focus for our fundraising and community work. Besides making a difference to such a vital local Charity, our fundraising activities are great for fostering teamwork and having fun."

Wendy Dorkin, Westek – HR Manager



IAN BEST – VOLUNTEER

"For anyone who is considering volunteering, don't just think about it, get on and do it! What else could you do that will give you so much fun, take you places you may not go to otherwise and do your bit to keep the critical service flying, all at the same time?"

Ian Best, Volunteer since 2013



JOB DESCRIPTION

POST:	Fundraising team leader
BASED:	Hybrid; at our state of the art airbase in Outmarsh, Semington, BA14 6JX, where our Charity team and crew work alongside each other, with some days working from home
REPORTS TO:	Head of fundraising
COMMENCING:	Monday 2 June
SALARY:	ca £35,000 FTE
HOURS:	Permanent 30–37.5 hours per week

SUMMARY:

We are Wiltshire and Bath Air Ambulance Charity. We provide critical medical care by land and air, across our communities.

We're here when you need us most, but in the nicest possible way, we hope you won't.

This is a new role responsible for the operational leadership of an established fundraising team (events, fundraising projects and corporate fundraising).

You will have a strong background in fundraising and will be responsible for implementing strategy across the team.

You will have a proven track record of inspiring others to achieve targets.

Your leadership will play a key role in ensuring the long-term sustainability of our fundraising efforts.



RESPONSIBILITIES:

Team leadership

- Lead, motivate, and manage the fundraising team of five responsible for events, corporate partnerships and projects.
- Provide guidance, mentorship and professional development opportunities to team members.
- Set clear goals, KPIs and income targets for the team, ensuring alignment with overall fundraising objectives/strategy set by the head of fundraising.
- Regularly evaluate team performance and provide constructive feedback to drive continuous improvement.
- Ensure fundraising and stewardship activities are performed to an exceptional standard and are fully compliant with the Fundraising Code.
- Manage HR processes such as one-to-one meetings, performance appraisals, leave requests and expenses.
- Manage hybrid working patterns and out of hours work for the team to ensure we have sufficient cover for the office, holidays and out of hours events.
- Work alongside the community team leader to ensure all income generation staff are working effectively towards the same purpose.
- Set a positive example to your team and others, fostering a healthy team culture that aligns with our organisational mission, vision and values.

Budgeting and financial management

- Oversee expenditure budgets for fundraising events and corporate initiatives, ensuring financial goals are met or exceeded.
- Track and report on fundraising revenue, expenses, and ROI, providing regular updates to senior leadership.
- Continuously look for ways to reduce costs and maximise profitability for events and corporate campaigns.

RESPONSIBILITIES:

Events

Through the event planners, deliver an organised, safe and engaging programme that is relevant to the community we serve; generating income and raising awareness.

- Support the development of new events throughout the programme.
- Identify new audiences for events to inform event development.
- Monitor finances for the event programme to ensure a strong ROI.
- Ensure that other events are planned, delivered and evaluated effectively as required by wider income streams/the Charity (e.g. cultivation events, launch events, remembrance events etc.).
- Work with the communications and supporter engagement team to prioritise the promotion of events based on audience profile, ticket sales etc.

Corporate

Support the corporate fundraiser in their delivery of the corporate fundraising target across the key corporate workstreams:

- The Business Club – ensuring that this maintains momentum under the leadership of the corporate fundraiser. Provide support where required in the recruitment and retention of members.
- Charity Partnerships – ensure that robust cases for support are developed to encourage engagement with our work and promote fundraising.
- Sponsorship – ensure that the corporate fundraiser and Event Planners develop clear sponsorship opportunities to support our work at all levels.
- Payroll Giving – support the ongoing promotion and development of this income stream.
- Gifts in Kind – ensure that the appropriate management and stewardship of supporters is undertaken, as well as accurate recording of this within the CRM.
- Commercial Partnership – support the development of commercial partnerships.

Projects

- Support the project coordinator in the identification of fundraising projects to develop further within the Charity.
- Ensure that research and evaluation have actively informed the brief for the project coordinator and broker additional support as required.
- Ensure that detailed stakeholder mapping and engagement has been undertaken.
- Support the project coordinator through the design and planning process for the project, including analysis of risk and opportunities.
- Act as a key contact throughout the procurement stage(s) of projects.
- Oversee robust transition from project to business as usual, with learnings shared and applied.

PERSON SPECIFICATION

Essential knowledge, skills and experience

- Demonstrable experience of leading and managing people and processes.
- Experience achieving agreed targets.
- Able to work as a leader and be part of a team. Able to direct and motivate others.
- Able to keep thorough accurate and up to date records.
- Computer literate and a good knowledge of Microsoft Office software.

Desirable knowledge, skills and experience

- Experience of working with volunteers.
- Understanding of GDPR.
- Understanding of CRM (Client Relationship Management) system.

Key competencies and behaviours

- Leading and motivating a team to deliver exemplary supporter care and financial results.
- Responds quickly to changing demands and demonstrates strong skills in planning, prioritisation, and time management.
- Aware of own development needs, open to feedback and continuous professional development.
- Positive, empathetic, patient, polite and friendly manner.
- Attention to detail in all aspects of work.
- Demonstrates self-motivation.
- To have and maintain a valid driving licence.

RECRUITMENT PACK | FUNDRAISING TEAM LEADER

BENEFITS:

We offer a generous package including 25 days annual leave plus bank holidays and your birthday off, Health Cash Plan, Group Life Assurance (3 x salary, conditional upon still being employed by the Charity), Blue Light Card discounts, up to 6% employer pension contributions, ongoing development, free parking, and access to electric vehicle charging at our airbase.

BASE:

Hybrid; at our state-of-the-art airbase in Outmarsh, Semington, BA14 6JX, where our Charity team and crew work alongside each other, with some days working from home.

TRAVEL:

Being able to drive and having use of your own car is ideal given the location of the airbase and lack of public transport options. HMRC mileage allowance will be paid when travelling on work-related business.

FACILITIES:

You will be supplied with equipment relevant to your role.

This job description is subject to review and alteration in light of future change or developments.

HOW TO APPLY

To apply please send us a copy of your CV and a covering letter of no more than two pages to: kellie.chandler@wbairambulance.org.uk.

Your cover letter should demonstrate why you are interested in applying for the role and what skills, experience and qualities you will bring.

For further information about the role please contact:
fraser.normington@wbairambulance.org.uk.

This is one of two roles we are currently recruiting within the income generation team. To view our fundraising team leader recruitment pack please visit wiltshirebathairambulance.org.uk/careers

For further information about our Charity, please visit our website wiltshirebathairambulance.org.uk.

CLOSING DATE

Closing date: 11.59pm Sunday 2 March

First stage interviews: 6 March (Teams)

Second stage interviews: 18-19 March (In person)