



HAMPSHIRE AND
ISLE OF WIGHT
AIR AMBULANCE

JOB DESCRIPTION

- Position Title:** Chief Executive Officer
- Location:** Hampshire and the Isle of Wight Air Ambulance– Head Office (Southampton) and Airbase (Thruxton, Andover)
- Accountable to:** Board of Trustees through the Chairman
- Direct Reports:** Deputy CEO, Director of Finance, Director of Fundraising, Director of Marketing and Communication.

Main Purpose and scope of role:

- **Summary of post** – The Chief Executive is responsible for the successful operation and development of Hampshire and Isle of Wight Air Ambulance Charity, in accordance with the Charity's Strategic Plan and policies of the Board and with overall responsibility for the Charity's staff and volunteers. This includes:
 - The planning, management and overall performance of the Charity including any subsidiaries, supporting effective governance, and ensuring effective growth of the charity and implementation of Board decisions.
 - Inspiring and leading by example, reflecting our values of Openness, Dedication, Professionalism, Teamwork and Transparency.
 - Ensuring a collaborative and innovative culture across HIOWAA, our partners and volunteers
- **External contacts** – Primary external contacts include University Hospital Southampton (UHS), South Central Ambulance Service (SCAS), Isle of Wight Ambulance Service (IOWAS), the airbase and the helicopter operator, as well as the media. The CEO would also be responsible for leading our contact with other UK Air Ambulance organisations and membership of Air Ambulances (UK).
- **Internal contacts** – Primary internal contacts are with the Senior Management Team (SMT), other staff, crew (including pilots, doctors and paramedics) Trustees and volunteers.
- **Budget and decision-making scope** – The Chief Executive has overall responsibility for the financial performance of the Charity. The Chief Executive will be required to balance the needs of a diverse range of interests, operational demands and, occasionally, conflicting priorities. He/she will have significant decision-making responsibility within the parameters set out within the Strategic Plan and as agreed with the Board.

Key responsibilities:

- **Leadership**
 - Lead the Charity with passion and integrity.

- Lead and support an effective senior management team.
 - Lead by example to ensure the values of the Charity are embedded throughout the Charity's actions and policies and support an organisational culture of learning, continual improvement, and excellence.
 - Represent the Charity to external parties including regulatory authorities, the media, partners, and the public.
 - Support and facilitate best practice in governance.
 - Ensure the Board of Trustees is fully informed of strategic developments, risks, opportunities, and options, through concise and accurate reporting and open, timely communication.
- **Governance**
 - Ensure strong governance and that the Board has at its disposal, sufficient resources, guidance, and professional advice to perform its duties.
 - With the Chair, prepare agendas and draw the Board's attention to matters that need discussion and decision.
 - Supply all reports required by the Board in the exercise of its legal, fiduciary, financial and other responsibilities, in accordance with Charity Commission and Companies House requirements.
 - Ensure the organization's corporate policies and practices are up to date and relevant in the current environment and that the organisation is managed in line with current best practice, including effective risk management.
 - Communicate good governance understanding and developments within the Senior Management Team.
- **Strategy**
 - Work with the Board and HIOWAA staff to develop and shape the strategic and operational plans and policies, including a Business Interruption/Continuity Plan.
 - Implement the strategic plan and advise the Board of opportunities to develop or improve on this plan to maximise the provision of an effective air ambulance service across Hampshire and the Isle of Wight
 - Successfully communicate the strategic plan to all staff and volunteers.
 - Work with the Senior Management Team to ensure effective operating plans and fundraising budgets, retail and central functions are in place which will enable delivery of the objectives of the strategic plan.
 - Keep abreast of developments in the sector and general operating environment to identify opportunities and threats. Advise the Board and lead the Charity staff accordingly.
- **Operations - Internal**
 - Ensure the Charity has the required skills, experience, and structure in place to meet the objectives of the strategic plan.
 - Account for overall performance against operating plans and budgets
 - Establish appropriate and effective controls, data management and monitoring systems and use these to inform ongoing strategic planning and operational improvement targets.
 - Ensure compliance with all applicable legal and regulatory requirements and best practice.
 - Ensure proper and transparent management of financial resources including internal audit and reporting requirements.

- Ensure the Charity has taken appropriate steps to plan for business interruption, continuity, crisis management and procedures to ensure effective operation during a pandemic or other unexpected event, including managing a remote workforce.
- **Operations – Service Delivery**
 - Take accountability for ensuring and monitoring contracts for effective partnerships, and conditions are in place for delivering safe, effective, caring, responsive and well-led care services to an outstanding level.
 - Ensure a safe and effective aviation capability is provided through effective and well-managed partnerships and service level agreements with the helicopter service and airbase provider.
 - Work collaboratively with all parties to ensure that the organization's mission is delivered, statutory and regulatory duties are observed and that strategic and operational objectives are implemented in an outcome focused, safe, timely, clear, and relevant way.
 - Maintain effective relationships with service delivery partners including UHS, SCAS and IOWAS, and represent the Charity on operational matters including managing the Charity's associated contracts and service level agreements.
 - Ensure the provision of appropriate management and governance information relating to service delivery, and effective analysis of this information to maximize the impact and service value achieved with available resources.
 - Take overall responsibility for increasing HLOWAA's income and oversee the development of a fundraising strategy that is sustainable, diverse and meets the organization's future funding needs in a sustainable way which will ensure the mission and vision of the Charity is achieved.
- **Communications**
 - Work in partnership with the Director of Marketing and Communications to lead and deliver an effective external communications strategy covering donors, partners, media and public.
 - Work in partnership with the Communications and Marketing Team to ensure an effective internal communications strategy and practice is in place covering Board, staff, volunteers, and advisers.
 - Liaise regularly with the Chairman and Trustees.

Key Skills and Essential Requirements (Person Specification):

Experience:

- Demonstrable experience of leadership at CEO or senior director level in a complex organisation for a minimum of 5 years.
- Comfortable working in a highly regulated environment with multiple regulators including sound understanding of charity governance requirements.
- Sound commercial understanding.
- Understanding of fundraising and finance relevant to growth in the non-profit sector and demonstrable experience of increasing budget and income within the charity, private or public sector.
- Understanding of the important role and key aspects of brand, marketing and communications with some experience of working with this function.
- History of leadership in a patient, citizen or customer-centric organisation and able to demonstrate results through serving their needs.
- Proven experience of creating and sustaining an engaged, high performing and wellbeing focused culture within an organisation and a tangible track record of the successful impact of this.
- Proven experience of developing and implementing strategies that successfully deliver objectives.
- Proven experience of capability building and delivering financial growth.
- Success in leading, motivating and supporting an experienced and multi-faceted leadership team.
- Sound financial acumen and understanding, with budget management experience.

Personal Qualities:

- Inspires confidence and loyalty in others, leading by example and demonstrating the values of the organisation
- Highly collaborative with strong communication skills - skilled at building effective partnerships and relationships and the ability to negotiate and present persuasively to a wide variety of audiences and at the most senior levels.
- Committed to continuous improvement and engendering an open and transparent learning culture
- Deeply cares about improving customer (patient) outcomes.
- Excellent communication and influencing skills and the capacity to speak and write confidently and in an engaging way including in public and to a variety of media including TV, video, live webinars, and radio.
- Enquiring and open-minded approach and capacity for continuous learning.
- Motivated by a leadership role with purpose and meaning that drives impact and makes a real difference to peoples' lives.

Education:

- Masters Degree level or equivalent.
- A commitment to continued professional development.

This Job Description will be reviewed annually and may be subject to change to reflect the needs of the Charity.

General Requirements:

The Chief Executive Officer will be required to comply with all Charity policies and procedures including leading and ensuring compliance with those related to Health and Safety, Equality and Diversity and Data Protection.

The Chief Executive Officer will be required to provide a declaration that he/she is not legally exempt from holding the office of Chief Executive Officer within a Charity, and to make the Chairman of Trustees aware if this status changes at any time.

Employee signed: _____