

NORTH WEST AIR AMBULANCE CHARITY

JOB DESCRIPTION

JOB TITLE:	Regional Representative (<i>Four roles available covering Manchester & East Lancashire, West Lancashire & Merseyside, Cheshire, South Cumbria & Lancaster</i>)
BASE:	Field-based
DEPARTMENT:	Fundraising
REPORTING TO:	Fundraiser

About us

For over 17 years, the North West Air Ambulance Charity has provided the rapid pre hospital care needed to make a life changing difference. We operate three helicopters, flying 365 days a year with doctors and paramedics on board providing emergency medical treatment when time is critical.

Overall purpose of the role:

To work with the Fundraiser, Regional Team Leader and the NWAA fundraising team to ensure effective delivery of the regional fundraising strategy on a local level.

To take responsibility for the management of static collection tins and lottery initiatives across the region.

To represent the North West Air Ambulance Charity across the region, attending events and presentations to ensure the successful delivery of all external fundraising activities.

Main duties and responsibilities:

- To collect fundraising donations and represent the charity at official cheque collections, carrying out thank you speeches and presentations where appropriate to ensure an excellent service for supporters.
- To co-ordinate the management of sited collection tins, engaging volunteers to ensure the cost effective servicing and regular maintenance of sited collection tins and carrying out analysis to monitor the effectiveness of the tin network.
- To identify appropriate premises for the siting of new collection tins within an agreed geographical area, ensuring cost effectiveness for the charity, whilst also identifying new leads and opportunities for income generation.
- To regularly collect and process sited static collection tins, following pre-determined rounds as directed by the Fundraiser, where a more cost effective approach is unavailable.
- To attend and support registered fundraising events as directed by the Fundraiser.
- To be a positive ambassador for NWAA, promoting and raising awareness of its service to potential and existing local supporters, groups and associations.
- To facilitate income generation through lottery initiatives, as directed by the lottery officer.

- To communicate effectively and persuasively with supporters, promoting key fundraising initiatives across the region and ensuring all supporters feel valued and appreciated.
- To work closely with the fundraising team to ensure a co-ordinated approach and an excellent level of support.

Other duties and responsibilities

- To implement agreed procedures to provide an excellent level of service to supporters and ensure accurate record keeping.
- To act in accordance with the NWAA guidelines for handling cash in a safe and responsible manner.
- To maintain up to date records on the Donorflex database, ensuring all donor activity is effectively recorded and accessible to other staff.
- To attend regular team meetings at Head Office (Knowsley).
- To communicate positive feedback, concerns and issues by the appropriate channels.
- To maintain existing relationships held by the charity and nurture as required.
- To be familiar with and adhere to the Institute of Fundraising Code of Practice.
- To understand our obligations under the Data Protection Act and Fundraising Codes of practice in relation to data management and ensure NWAA act in accordance to legislation.
- To respect confidentiality of all information obtained whilst working for the North West Air Ambulance Charity.
- Such other duties as may be required from time to time on behalf of the North West Air Ambulance Charity.
- To consistently demonstrate the NWAA core values (Professional, Dedicated, Dynamic, Thought Leaders) in all interactions with colleagues, volunteers and supporters.

Conditions of service

Salary:	£15,379 with a 3% pension contribution Re-imbusement for fuel expenses
Hours of work:	35 hours per week, Monday – Friday (with some evening and weekend work)
Annual Leave:	25 working days pro rata in a full leave year (1 April to 31 March), excluding statutory bank holidays.
Other:	This role may be subject to a Disclosure and Barring Service (DBS) check

PERSON SPECIFICATION

Qualifications

- Educated to GCSE level or equivalent (E)

Experience

- Experienced car driver with full driving licence and access to a car for work (E)
- Experience of working in a customer facing role (E)
- Experience of working with databases (E)
- Experience of responsible cash handling (E)
- Experience of working in a fundraising environment (D)
- Experience of working in a home/field based environment (D)
- Experience of working with volunteers (D)

Skills

- Excellent interpersonal skills, capable of building and developing successful relationships at every level (E)
- Excellent communication skills and an effective public speaker (E)
- Excellent organisational skills with the ability to plan and prioritise (E)
- Ability to be tactful and sympathetic with distressed people (E)
- IT literate with an excellent working knowledge of Word, Excel and Outlook (E)

Knowledge

- An understanding of the charity environment (E)
- Good geographical knowledge of the North West (E)
- An understanding of fundraising and gambling best practice (D)

Other

- Commitment to the cause and work of the charity (E)
- Enthusiastic and motivated with the ability to work both autonomously and as part of a small busy dispersed team (E)
- Understand the importance of confidentiality and to be discreet and act appropriately when dealing with confidential matters (E)
- To consistently demonstrate the NWAA core values (Professional, Dedicated, Dynamic, Thought Leaders) in all interactions with colleagues, volunteers and supporters (E)

(E) Essential (D) Desirable