



YORKSHIRE
AIR AMBULANCE

Registered Charity No. 1084305



Job Information Pack



Events Co-ordinator

- Home based (with some travel across the Yorkshire Region & to our HQ in Elland)
- Part-time, 22.5 hours per week (flexibility essential, with some evening and weekend work required)



Our Mission Statement:

To provide, deliver and develop with integrity, transparency and pride, state-of-the-art emergency response air ambulances for the protection of human life across Yorkshire and its environs.

About the role:

Do you want to feel as though you are helping to save lives every day? When working for YAA as our Events Co-ordinator that is exactly what you will be doing!

The role of our Events Coordinator is to drive forward Yorkshire Air Ambulance's fundraising efforts through the coordination, delivery and review of our portfolio of income generating events throughout the year, and providing events expertise and support to colleagues across the organisation.

If you would like to be part of this high-profile, successful regional Charity and think that your skills and experience fit the bill for this exciting role... we look forward to hearing from you!



Summary of the role:

JOB TITLE	Events Co-ordinator
LOCATION	Home based with regular travel
REPORTING TO	Director of Public Fundraising
HOURS	Part-time, 22.5 hours per week
ADDITIONAL INFO	Requirement to work some unsocial hours both in the evenings and weekends.
JOB PURPOSE	The role of our Events Coordinator is to drive forward Yorkshire Air Ambulance's fundraising efforts through the coordination, delivery and review of our portfolio of income generating events throughout the year, and providing events expertise and support to colleagues across the organisation.

Key Responsibilities and Duties:

Coordinate, plan and deliver a portfolio of events:

- ❖ Concurrently project manage all aspects of specific events (charity-owned, third-party and challenge events), ensuring all tasks are assigned and completed as per each event's project plan.
- ❖ Produce event budgets and ensure events are run within budgeted expenditure and achieving budgeted income, negotiating with suppliers for the most cost-effective prices where appropriate.
- ❖ To evaluate event performance against agreed objectives and ensure these insights and learnings inform future decision making and planning.
- ❖ Propose new test events for the charity to diversify its portfolio, researching and building the business cases.

Maximise events income and develop new relationships with potential partners:

- ❖ Monitor and manage the Events Fundraising budget for your responsible events and forecast as necessary, accounting for variances and taking a proactive approach where required.
- ❖ Produce event evaluation reports at the end of each event to capture learnings and to support with planning for the next event.
- ❖ Ensure future opportunities for the charity are followed-up post-event and are recorded as a soft-benefit in any event evaluation reports.
- ❖ Ensure accurate recordkeeping of supporters, projects and events, using the Fundraising database.
- ❖ Deliver high quality, donor-centric supporter care and stewardship, ensuring a quality experience for supporters at all events that reflect the values and identity of the YAA, and builds long-term relationships with our supporters.

Create and implement a marketing, communications and advertising plan:

- ❖ Work alongside the marketing team to devise a multi-channel marketing plan for events and feed into the Fundraising team's general marketing and communications planner.
- ❖ Liaise with the Marketing and Communications department and external agencies to produce marketing material to support the promotion of events and post-event PR.
- ❖ Update online event listings and ensure the YAA website event page is up-to-date.

Develop excellent relationships and represent YAA at the highest levels:

- ❖ Maintain excellent, professional relationships with both new and existing supporters and suppliers.
- ❖ Work with colleagues and volunteers across to raise the profile of and recruit event participants and attendees, and to pass on leads to relevant teams.
- ❖ Keep abreast of new developments and trends in the fundraising events arena.

Team management

- ❖ Work closely with fundraising, marketing, admin and finance colleagues.
- ❖ Recruit, co-ordinate, engage and motivate volunteers to support planning and delivery of events.

Budgetary responsibility

- ❖ Recommend an annual Events Fundraising budget for inclusion in YAA's annual budget, with detailed income/expenditure breakdown, phasing, target ROI, rationale and key performance indicators.
- ❖ To manage and monitor the budget events fundraising, ensuring income targets are met, costs are in line with the agreed budget.
- ❖ Submit monthly written performance reports to the Directors of Fundraising.

Personal development

- ❖ Attend mandatory training, as directed by your line manager, to ensure underpinning knowledge, skills and competencies are developed and attained, to carry out your job effectively.
- ❖ Continuously update and develop your expertise and knowledge of charity's activities.
- ❖ Share knowledge and skills with other members of the Fundraising Directorate.
- ❖ Stay abreast of industry best practice, insights and emerging trends and taking proactive steps to quickly and effectively utilise and share findings to benefit the charity.
- ❖ Develop relationships with peers in other organisations to keep abreast of new developments in the charity and events sectors and to share best practice.

General:

- ❖ To act as an ambassador for the Yorkshire Air Ambulance by undertaking public speaking engagements when required to do so.
- ❖ To attend Marketing/Fundraising and Regional meetings as required.
- ❖ To ensure all systems and processes are followed in accordance with operating procedures.
- ❖ Ensure accurate records are kept, using the CRM and appropriate MS Office programmes.
- ❖ To observe Health and Safety requirements at all times and comply with the Charity's policies and procedures including the requirements of GDPR.
- ❖ To carry out other duties as required by the Director of Fundraising.
- ❖ To undertake projects as required and be an active member of certain focus groups.

Experience, Knowledge and Skills Required:

Essential:

- ❖ Experience in event coordination, preferably in the charity sector, and be able to demonstrate a strong track record in fundraising and achieving financial targets.
- ❖ Experience of project management and the ability to work on multiple projects simultaneously.
- ❖ Excellent attention to detail.
- ❖ Well-developed interpersonal skills, particularly around negotiation, persuasion, motivational and collaborative attributes.
- ❖ Full UK driving licence with access to own car.
- ❖ A willingness to travel and work unsocial hours both in the evenings and at weekends.
- ❖ Computer literacy (Microsoft Office Outlook/Word/Excel/PowerPoint).
- ❖ Have suitable home based accommodation to provide an office space.

Desirable:

- ❖ Experience of delegate/supporter management.
- ❖ The ability to build professional relationships, tell the charities story in order to engage supporters and remain upbeat and positive when in challenging situations.
- ❖ Proven experience and current understanding of the events fundraising market.
- ❖ Experience of using a CRM or database.
- ❖ Residing in the Yorkshire area.
- ❖ Experience of working from home.
- ❖ Experience of working to an income/expenditure target.

Skills and Abilities:

Planning for the Future - Plans to achieve their objectives within timescale, balancing short- and long-term requirements. Identifies opportunities and barriers and considers the implications of actions.

Communicating with Others - Pitches communication at the right level both verbally and in writing and checks for understanding. Good listening skills. Uses information to influence others. Able to give tough messages when required.

Leading a Team - Setting direction for a team and motivating them to deliver results.

Generating Ideas - Continually seeking to improve the service offered by the team by coming up with improved systems and processes and added value activities. Considers pros and cons and impact on team and resources.

Building Relationships - Works well with others. Co-operates willingly with others. Able to quickly build effective relationships with all levels both internally and externally and meet the needs of the individual. Treats others with dignity and respect and able to gain the trust of others. Builds strong relationships with others.

Flexibility and Adaptability - Adopts a flexible and adaptable approach. Recovers well from setbacks and resistance from others. Remains calm under pressure and focused on the task. Encourages others to do the same.

Making Decisions - Anticipates issues and takes action to address underlying cause. Reaches effective decisions by gathering and analysing relevant information balancing cost, benefit, and risk implications. Considers options, weighs up pros and cons before deciding on action.

Delivering Results - Accepts accountability and ownership. Ensures self and team delivers on time and to required standard. Has high standards and leads by example. A good role model. Creates enthusiasm in others.

Self-Motivated - Works well on their own or as part of a team. Demonstrates a positive attitude. Energetic and enthusiastic.



Additional information:

- ❖ Salary banding £25,000-£30,576 pa full-time (£15,000-£18,345 pa part time) dependent on experience/skills/knowledge.
- ❖ Discretionary annual staff bonus scheme based on the Charity's financial performance and personal KPIs (beginning on completion of probation period).
- ❖ Monthly work from home allowance.
- ❖ 25 days paid holiday per annum plus statutory Bank Holidays (pro-rata). Time off in Lieu for evening and weekend work.
- ❖ The ability to buy annual leave (up to 5 days for full-time staff and pro-rated for part-time staff).
- ❖ Long service awards.
- ❖ Work Life/Family Balance - a commitment to helping you achieve a work life balance including flexible working opportunities, enhanced family leave packages, including maternity, paternity, and adoption/surrogacy.
- ❖ Commitment to training and personal development for all staff, including access to short online training sessions.
- ❖ Contributory pension scheme (contributions matched by the Charity up to 8%) and annual pensions advice.
- ❖ Life Assurance plus access to an Employee Assistance Programme covering Financial, Mental and Physical Wellbeing.

Closing date for this role is: 5pm on Wednesday 26th February 2025.



Application process:

To apply for this position via our website:

- ✓ Provide a CV and covering letter stating how your experience, knowledge, abilities and skills match the job requirements along with why you are applying.
- ✓ Complete the optional Equal Opportunities Monitoring Form.

If you wish to discuss the job role in more detail, please contact Kerry Dwyer, Director of Public Fundraising on 07825 560365 or Katie Roberts, Director of Relationship Fundraising on 07425 239368.

For other recruitment queries, please contact recruitment@yaa.org.uk.

Other things to note:

We reserve the right to close the vacancy early if required and would encourage applicants to send in their applications as soon as possible rather than waiting for the closing date.

We encourage applications from all backgrounds and groups – we value equality, diversity and inclusion in all our employment practices, including recruitment, selection and induction.

If you require any documents in another format or adjustments to any part of the recruitment & selection process, please do let us know.

The use of AI (Artificial Intelligence) is monitored.

GDPR & our Recruitment Privacy Statement:

The Yorkshire Air Ambulance complies by law with the Data Protection Act 2018 and the EU General Data Protection Regulation. This advises you of how the Charity collects and processes your personal data. The Privacy Statement also declares how the Charity will comply with GDPR and the Data Protection Act 2018. Please ensure you download and read the Statement on our website before completing and submitting your application for employment.





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We look forward
to receiving your
application

