



YORKSHIRE
AIR AMBULANCE

Registered Charity No. 1084305



Job Information Pack



Chief Income & Engagement Officer

- Full time, 37.5 per week, open to discussing flexible working arrangements
- Hybrid – based at our HQ and from home with travel across the Yorkshire region to our airbases



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 Yorkshire Air Ambulance as our Chief Income & Engagement Officer, that is exactly what you will be doing.

Yorkshire Air Ambulance already has strong foundations, an incredible reputation, and huge public trust. With a new CEO, we have a really exciting plan for growth ahead of us;

An opportunity to grow our impact.

To strengthen our sustainability for the future.

To support and develop our people even further.

And ultimately, to help us save even more lives across Yorkshire.

As a key member of the newly created Executive Team, this new role of Chief Income & Engagement Officer will lead the development and delivery of an ambitious, integrated income generation, marketing, communications and engagement strategy that strengthens Yorkshire Air Ambulance's long-term sustainability and profile across Yorkshire and beyond.

This role will bring together fundraising, marketing, communications, brand, supporter engagement and public awareness into one strategically aligned function, ensuring that every campaign, story, partnership and supporter interaction strengthens trust, deepens engagement and increases sustainable income.

The role will help shape the future identity and public profile of Yorkshire Air Ambulance, ensuring the organisation is recognised not only for delivering exceptional emergency care, but also as a charity entirely reliant on public support. Working closely with the CEO, Trustees and wider Executive Team, the postholder will play a critical role in strengthening YAA's long-term financial sustainability, community connection and organisational influence.

This is a rare opportunity to shape the future growth and public profile of one of Yorkshire's most loved and recognised charities. If you would like to be part of this 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	Chief Income & Engagement Officer
LOCATION	Hybrid – from our HQ in Elland, Halifax and from home, with travel across the Yorkshire region to our airbases. Visibility across our sites is key therefore it is expected you will be working from one of our sites at least 3 days per week.
REPORTING TO	CEO
HOURS	Full time, 37.5 per week. Flexible working arrangements considered.
ADDITIONAL INFO	
JOB PURPOSE	<p>The Chief Income & Engagement Officer will lead the development and delivery of a progressive, ambitious and integrated income generation, marketing and engagement strategy that supports Yorkshire Air Ambulance’s long-term sustainability, profile and impact.</p> <p>The role will unify fundraising, marketing, communications, brand and supporter engagement into one strategically aligned function, ensuring the organisation communicates with clarity, consistency and impact across all audiences.</p> <p>As a member of the Executive Team, the postholder will provide strategic leadership across income generation, supporter engagement, brand development, public awareness, partnerships and communications while helping shape the wider strategic direction of the organisation.</p>
SALARY	£90-£100k per annum



KEY RESPONSIBILITIES AND DUTIES:

Strategic Leadership

- Develop and deliver an integrated fundraising, marketing, communications and engagement strategy aligned to organisational priorities and long-term sustainability.
- Lead the development of sustainable income growth plans across fundraising, partnerships, events, lottery, philanthropy and supporter engagement.
- Act as a trusted advisor to the CEO and Trustee Board on income generation, brand, marketing and supporter engagement.
- Shape and strengthen YAA's public identity, profile and positioning across Yorkshire and nationally.
- Use data, insight, AI and audience understanding to inform strategic decision-making, optimize performance, provide efficiency in costs and investment priorities.

Income Generation & Fundraising

- Responsible and accountable for delivering the annual income budget.
- Lead the development and delivery of ambitious fundraising plans to achieve sustainable income growth.
- Strengthen and diversify income streams including individual giving, regular giving, lottery, corporate partnerships, trusts and foundations, philanthropy and events.
- To personally lead and develop high-value strategic partnerships and supporter relationships.
- Ensure robust forecasting, pipeline management and performance reporting across all income streams.
- Strengthen fundraising return on investment, audience insight and supporter stewardship.

Marketing, Brand & Communications

- Lead and develop YAA's brand, marketing and communications strategy.
- Ensure consistent, high-quality and cause-led messaging across all channels and campaigns.
- Strengthen public understanding that Yorkshire Air Ambulance is a charity reliant on public support.
- Oversee media engagement, digital communications, campaigns, PR and storytelling.
- Lead reputational risk and crisis communications activity where required.
- Ensure the impact of YAA's work is communicated powerfully, authentically and consistently.

Leadership, Governance & Stakeholder Management

- Lead and develop fundraising, marketing and communications teams.
- Help to design and implement an organisational structure that supports operational effectiveness, cultural cohesion, and long-term sustainability.
- Provide clear, insight-led reporting and assurance to the Executive Team and Trustee Board.
- Ensure appropriate governance, compliance and risk management across fundraising and communications activity.
- Build strong relationships with supporters, donors, partners, volunteers, media and key stakeholders.
- Work collaboratively across the organisation to strengthen integration and one-team culture.

Innovation, Growth & Audience Engagement

- Identify opportunities for innovation, audience growth and enhanced supporter engagement.
- Strengthen the organisation's use of digital, CRM, data, AI and insight to improve performance and engagement.
- Lead audience development strategies to broaden reach and attract new supporters and demographics.
- Drive a culture of creativity, innovation and continuous improvement across income and engagement functions.

Culture & Organisational Contribution

- Champion a one team, one culture approach across all directorates and teams.
- Support organisational transformation and future strategic development.
- Act as an ambassador for Yorkshire Air Ambulance internally and externally.
- Promote inclusion, collaboration and shared organisational purpose.

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 the charity's activities.
- Share knowledge and skills with other members of your 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 stay on top of new developments in the sector and to share best practice.

General

- Build and maintain positive relationships with all YAA stakeholders including employees, trustees, fundraisers, volunteers and donors.
- To act as an ambassador and consider fundraising at all times for the Yorkshire Air Ambulance – this may be sharing social media posts, counting cash or attending events.
- It is an expectation that you will participate in filming and photography for promotional and educational content for YAA, AirTV and other outlets as necessary therefore you must be comfortable with doing this.
- To attend and actively participate in team meetings, contributing updates and ideas
- 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 other policies and procedures including but not limited to Financial, GDPR, Social Media, Acceptable use of systems, Safeguarding, Anti-harassment and Equality, Inclusion and Diversity, ensuring these are consistently applied within areas of responsibility.
- To carry out other duties as required by your line manager.
- To undertake other duties and projects as reasonably required and be an active member of internal focus groups.

KNOWLEDGE & SKILLS REQUIRED:

Essential Experience

- Senior fundraising leadership experience ideally working within an integrated environment which includes marketing, communications and/or engagement.
- Proven experience developing and delivering income growth strategies.
- Significant experience leading multi-disciplinary teams.
- Experience working with Boards and senior stakeholders.
- Track record of working with or closely alongside brand, communications and public engagement activity to drive income and awareness.
- Experience using audience insight, data and analytics to inform strategic decisions.
- Experience managing complex stakeholder relationships and external partnerships, in particular High Networth Individuals.

Essential Knowledge

- Strong strategic fundraising and income generation expertise.
- Strong brand, marketing and communications capability.
- Commercial awareness and financial acumen.
- Strong understanding of supporter engagement and audience development.

Leadership & Behaviours

- Visible, values-led leader who builds trust and credibility.
- Commercially aware while remaining purpose-driven and values-led.
- Creative, ambitious and strategically minded.
- Collaborative, resilient and emotionally intelligent.
- Strong commitment to inclusion, fairness and organisational culture.
- Able to influence confidently at Executive and Board level.
- Excellent influencing, networking and relationship-building skills.
- Ability to operate effectively under pressure within a high-profile environment.

Desirable

- Experience within the charity sector.
- Experience leading large-scale campaigns or public fundraising appeals.
- Knowledge of CRM systems, digital fundraising and supporter journeys.
- Experience working within a regional or community-focused organisation.
- Understanding of emergency services, healthcare or air ambulance sector.

SKILLS & 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.

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 examples. 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:

- ❖ Starting salary £90,000-£100,000 per annum.
- ❖ 25 days paid holiday per annum plus statutory Bank Holidays (pro-rata).
- ❖ Health insurance with BUPA.
- ❖ Buying of annual leave.
- ❖ 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.
- ❖ Enhanced sickness pay.
- ❖ Commitment to training and personal development for all staff, including access to short online training sessions.
- ❖ Eligible to apply for a Blue Light Card, gaining discount at 100's of businesses.
- ❖ 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: Sunday 7th June 2026 at 5pm

Application process:

To apply for this position:

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

The closing date for this role is **Sunday 7th June 2026 at 5pm**. The assessment centre will take place on 2nd July 2026.

If you wish to discuss the job role in more detail, please contact Kathryn Marsden, CEO on k.marsden@yaa.org.uk.

If you need to contact the recruitment team about your application, please email 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**