



YORKSHIRE
AIR AMBULANCE

Registered Charity No. 1084305



Job Information Pack



Chief People 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 YAA as a Chief People 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 member of the newly created Executive Leadership Team, this new role of Chief People Officer will lead the development and delivery of a progressive, inclusive, and high-performing people strategy that supports all employees and volunteers as one team, one culture, regardless of role or working environment.

You will provide immediate leadership through a period of organisational change and strategy, ensuring clarity, cohesion, and engagement are maintained throughout transition.

You will ensure that everyone contributing to the organisation—across frontline, operational support, and volunteer roles—feels supported, valued, and able to perform at their best in delivering life-saving services. The role will actively address cultural and structural divides through simultaneous cultural transformation and organisational redesign.

The role will also ensure that appropriate safeguarding frameworks, culture, and practices are in place across the organisation.

This is a rare opportunity to shape the future growth 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 People 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	The Chief People Officer will lead the development and delivery of a progressive, inclusive, and high-performing people strategy that supports all employees and volunteers as one team, one culture.
SALARY	£90-£100k per annum



KEY RESPONSIBILITIES AND DUTIES:

Strategic Leadership

- Develop and deliver an integrated people, culture, engagement, and workforce strategy across employees and volunteers.
- Lead strategic workforce planning to ensure the organisation has the right people, skills, and capacity to meet current and future service demands.
- Act as a trusted advisor to the CEO and Trustee Board on all people, organisational, and culture matters.
- Shape and embed organisational values, leadership behaviours, and cultural standards.
- Use workforce data, insight, AI and analytics to inform strategic decision-making and Board reporting.
- Ensure safeguarding considerations are appropriately reflected within people strategy, organisational culture, and workforce practices.

Leadership, Governance & Stakeholder Management

- Lead and develop the People/HR function.
- Provide clear, insight-led reporting and assurance to the Executive Team and Trustee Board.
- Ensure robust governance, policy, and risk management frameworks are in place.
- Build strong, credible partnerships with clinical, operational support, and external stakeholders to enable effective service delivery.
- Ensure appropriate safeguarding governance, policies, and assurance mechanisms are in place and operating effectively.
- Provide proportionate oversight of safeguarding risk, ensuring issues are identified, escalated, and addressed appropriately.

Change, Restructure & Organisational Design

- Continually lead and drive the people and organisational design aspects ensuring fairness, clarity, and alignment to strategic priorities.
- Design and implement organisational structures that support operational effectiveness, cultural cohesion, and long-term sustainability.
- Manage people aspects of change with minimal disruption to critical frontline service delivery.
- Lead consultation and engagement processes in line with employment law and best practice.
- Identify and manage workforce risks and undertake scenario planning during change.

Culture, Cohesion & Inclusion

- Champion and embed a one team, one culture approach across all roles and environments.
- Build a unified culture connecting frontline operations, support functions, and volunteers.
- Identify and reduce cultural, structural, and perceptual divides across the organisation.
- Ensure equity of experience in respect, voice, opportunity, recognition, and belonging.
- Embed inclusion and diversity as measurable organisational priorities.

Employee Experience

- Lead core HR functions including recruitment, retention, performance management, learning, and development.
- Develop workforce plans covering recruitment, retention, succession, and critical skills pipelines.
- Strengthen leadership capability and succession planning across the organisation.
- Lead a proactive wellbeing and resilience strategy appropriate to a high-pressure, service-critical environment.

Volunteer Experience

- Develop and lead a high-quality volunteer experience strategy.
- Ensure volunteers are effectively recruited, supported, recognised, and fully integrated into the organisation.
- Strengthen alignment between volunteer contribution and organisational purpose.
- Ensure safeguarding considerations are embedded within volunteer recruitment, support, and engagement practices.

Reward, Pay & Organisational Design

- Provide strategic oversight of pay, reward, and grading frameworks, ensuring fairness, transparency, and internal equity.
- Ensure reward structures are financially sustainable and aligned to organisational strategy and governance expectations.
- Align workforce investment decisions with organisational priorities, affordability, and long-term sustainability.

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 HR leadership experience at Director level or equivalent
- Proven experience leading organisational change, restructures, and organisational design.
- Significant experience working with charity trustee boards.
- Experience designing and implementing pay, reward, and grading frameworks.
- Experience managing complex employee relations.
- Experience integrating volunteer capability into service delivery models, ensuring volunteers are effectively deployed, supported, and aligned with organisational priorities to enhance capacity and impact.
- Experience using people data and analytics to inform strategic decisions.

Essential Knowledge

- Strong people strategy and organisational development expertise.
- Strong financial and workforce planning acumen.
- Strong employment law knowledge.
- Understanding of annual financial planning, forecasting and budgeting process.

Leadership & Behaviours

- Visible, values-led leader who builds trust and credibility.
- Demonstrates a one team, one culture mindset.
- Calm, resilient, and decisive under pressure.
- Strong personal commitment to inclusion, fairness, and equity.
- Able to influence at Executive and Board level.
- Strong stakeholder management and influencing skills.
- Ability to operate effectively under pressure in complex environments.

Desirable

- Experience within the charity sector.
- 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 29th June 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**