



# CANDIDATE PACK FOR CHIEF EXECUTIVE OFFICER

# WELCOME

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Dear Applicant,

I am delighted to extend a warm welcome as you consider applying to join the Essex & Herts Air Ambulance Trust (EHAAT) as our new CEO.

We are proud to be Essex and Hertfordshire's local life-saving charity, operating out of two airbases in North Weald and Earls Colne to deliver a 24/7, 365 day-per-year service. Whether by helicopter or rapid response vehicle, our critical care teams rush to the scene with life-saving support equipment to deliver advanced clinical care, usually only available in a hospital emergency department.

We are here to assist everyone who lives, works, or is travelling through the region. Our objective is to save lives, reduce or prevent disability, or suffering from critical illness and injury, by delivering a first-class pre-hospital emergency medical service to the people of Essex, Hertfordshire and surrounding areas.

We are looking for a talented, personally influential CEO, with presence and emotional intelligence, to lead us through the next exciting era of development at the Charity. We are a vibrant organisation with a high-profile and hugely respected brand across our region. The coming months will see us continue to build on great foundations, to further develop our education and research capabilities in our Centre for Excellence and to secure our own Air Operating Certificate to bring our aviation in-house.

We also need to further ramp up support for the Air Ambulance across our communities to boost and diversify our income, and we will be working hard to ensure that EHAAT is on the longer-term financially sustainable footing that all charities need in today's rapidly changing world. This is a substantial team leadership role, too; you will be fostering a senior team which includes accomplished leaders drawn from varied fields, including clinical, aviation and charity backgrounds.

You may come from any sector, but wherever you have worked, you will bring a deep understanding of what we do and why this makes our CEO role a bit different to others. You will understand our place as a charity, yet a charity that straddles the clinical and aviation worlds and is therefore highly regulated by different authorities. Already a respected leader, you will bring confidence, resilience and a forward-looking approach to this role, quickly becoming trusted and relied upon by us all. A confident ambassador and great communicator, you will connect naturally with people of all backgrounds both outside our organisation, and internally with our paid staff and volunteers.

If you believe you have the background, skills and qualities that we are looking for, I very much look forward to reading your application.



**Jonathan Trower**  
Chair of the Board of Trustees



# ABOUT US

## MISSION STATEMENT

Our objective is to save lives, reduce or prevent disability, or suffering from critical illness and injury, by delivering a first-class pre-hospital emergency medical service to the people of Essex, Hertfordshire and surrounding areas.

Our highly skilled and specially trained pre-hospital care doctors and critical care paramedics work alongside our regional partners using helicopters and rapid response vehicles fitted with state-of-the-art life-saving equipment. Our critical care teams are dispatched by the East of England Ambulance Service NHS Trust.

We are here to assist everyone who lives, works, or is travelling through the region. The service is provided by the charity free of charge to patients of all ages, from every background and faith, who require the most advanced clinical care.

All of our actions are guided by our values:



### Passionate

We believe in our cause and are totally committed to the service we provide. The energy and enthusiasm we show demonstrates our motivation to sustain what we do.



### Trustworthy

We are credible and honest; we do what we say we'll do and we deliver high standards. We meet the needs of the patients we serve and we won't let them down.



### Professional

We show professionalism in every way, ensuring we do even the simple things well and that we portray the right image for our brand. We treat everyone as they would wish to be treated.



### Dedicated

We are loyal, kind, compassionate and considerate to each other – and to the patients we serve. We pull together as a family to achieve a common goal. We care about the cause and about each other; we are never off-duty.



### Innovative

We drive forward clinical innovations and constantly look for ways to improve what we do – encouraging initiative, being creative, learning from our mistakes and being open to making changes when needed. We are successful and lead from the front with huge drive, determination and energy.



### Inclusive

Our goal is to attract, develop and retain talent from across society. This requires a culture of inclusion where all individuals feel respected and are treated fairly. Colleagues must act appropriately and treat each other with respect by listening to different viewpoints, opinions, thoughts and ideas, embracing and actively promoting a culture of inclusion.

## SERVICE

The advanced aircraft systems and performance of the AW169 permit us to fly further, faster with increased safety margin in demanding flying conditions. Our two AW169s are owned by the charity and maintained by GamaAviation, who also currently provide our pilots. As we transition to operating under our own Air Operating Certificate (AOC), the pilots will be employed directly by the Charity and the ongoing maintenance of the aircraft put out to tender.

We operate out of our airbases at Earls Colne and North Weald airfields, where we ensure a safe working environment that complies with stringent Civil Aviation Authority, Care Quality Commission and Health & Safety requirements.

Our two bases work together to provide optimum cover for both counties and surrounding areas 24/7, 365 days a year. We have been operational 24 hours a day, 365 days a year since October 2019 using a combination of helicopters and RRVs.

Located at each airbase are two RRVs: specially equipped cars to support our Helicopter Emergency Medical Service (HEMS) operation. These are used when the helicopter is unavailable due to weather, daylight limitations or maintenance, and are an essential part of our work as we operate 24/7. Our fleet of RRVs consists of four hybrid Volvo XC90s, offering stability, cost savings and the safety of a modern emergency service fleet.

Our partnership working with the East of England Ambulance Service NHS Trust (EEAST) continues to strive for effective tasking of the critical care teams through the Clinical Coordination Desk (CCD). The CCD is responsible for the tasking of all specialist assets, including helicopters, across the East of England region.

The effectiveness of the tasking continues to be monitored at monthly operations meetings involving EHAAT, EEAST, and our neighbouring air ambulances, East Anglian Air Ambulance and Magpas Air Ambulance. The strategic group involving representatives from senior management of all four organisations meet on a quarterly basis.

## STRATEGY

At EHAAT our existing 5-year strategy has been based on four clear pillars that represent our charitable objectives, our vision and our values – providing the very best patient care, and ensuring it is at the heart of every decision we make.

**Clinical** We remain committed to providing exemplary care and upholding best practices for our patients, while simultaneously ensuring the safety and effectiveness of our clinical workforce model. We are dedicated to cultivating enhanced partnerships with our regional collaborators. We will be refining our internal measures and reporting processes to maintain exceptional clinical quality. Furthermore, we are continuing to develop the education and research capabilities of our Centre for Excellence.

**Operational** The focus is on ensuring that we are able to adopt our own Air Operator's Certificate (AOC) by late 2025. This will allow for greater control over our air operations. Additionally, we are focused on improving the quantity and availability of helipads in the region to support operational efficiency.

**Finance & Charity Governance** We aim to diversify our sources of income through the development and growth of our retail division and of our benefactor and Regular Giving programmes. We are also seeking to optimise the returns on our reserves while working towards establishing an expendable endowment trust that will help to sustain the charity's future. We continue to ensure that our policies and procedures, where appropriate, align with the best practice as set out in the Charity Code of Governance.

**People & Workplace** Our ambition is to ensure that the charity is an employer of choice, maintaining a positive, values-based work environment to promote employee and volunteer loyalty and retention, while having an effective approach to supporting equality, diversity and inclusion. We also seek to maintain our working relationships with our neighbouring air ambulances and the wider air ambulance community, together with developing effective communication with key hospitals and trauma networks within our region.

## FIND OUT MORE

To learn more about the vital lifesaving we do and real-life situations, please [click here](#).

To learn more about the impact of our services, please [click here](#).

# ROLE DESCRIPTION

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**Role title** Chief Executive

**Reports to** The Board of Trustees via line management by the Chair

**Role purpose** The CEO is responsible for the leadership and management of the senior team and the organisation; advises the Board of Trustees on organisational performance and strategic direction, and promotes EHAATs vision, ambitions, values, and objectives. Alongside the Chair, the CEO acts as external figurehead for EHAAT at fundraising and other events across Essex and Hertfordshire.

## PRINCIPAL RESPONSIBILITIES OF THE ROLE

- Lead and manage the organisation, working with the Board to ensure that the organisation's structure and accountabilities are aligned with strategic and operational requirements, and implementing change as required.
- Develop, with the Board, EHAAT's strategic and operational plans.
- Provide vision and communicate a clear strategic direction to the team.
- Provide oversight of EHAAT's finances, and ensure the Charity adheres to its budget.
- Motivate both paid staff and volunteers, ensuring their activities align with the Charity's priorities.
- Work with the Board and senior team to ensure that EHAAT's mission is delivered in line with its charitable objectives and regulatory obligations, and that its relationships with the Charity Commission, Civil Aviation Authority, CQC and Gambling Commission are managed well.
- Hold responsibility for all aspects of organisational performance.
- Hold responsibility for EHAAT's income streams and reserves, and work with the senior team and Board to develop the annual budget.
- Represent EHAAT's public profile as a visible ambassador in the region, promoting the organisation to supporters, the public and industry bodies such as Air Ambulances UK (AAUK).
- Support the Chair to develop the Board and its role.
- Manage the organisation and its resources effectively, review and evaluate risk, and ensure compliance with employment and equality legislation and good practice.
- Behave as an exemplar of EHAAT's mission and values.



# PERSON SPECIFICATION

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In your written application, please respond directly to the criteria listed under **Part One** below. Parts Two and Three will be explored with selected candidates at interview stage.

## PART ONE

### KNOWLEDGE AND EXPERIENCE

- Experience of operating at a senior strategic leadership level within a comparable organisation. Already a trusted and respected leader you will bring a successful track record of achievement as CEO, Chief Officer or Executive Director including practical experience of working with a board.
- With strong experience of inspiring and maintaining a modern, motivated and cohesive workforce you will bring a strong track record of delivering high performance and will understand how to get the best from paid staff, and volunteers. You will also have organisational leadership and delivery experience that enables you to set the agenda, monitor deliverables and provide effective oversight.
- You will understand the role that organisational culture plays and offer experience of leading and managing multi-disciplinary teams or organisations in a way that fosters collaboration, unlocks potential and is transformative in impact.
- Understanding of the complex nature of EHAAT in that it is required to meet multiple obligations for different regulatory authorities; this would ideally be underpinned by direct experience of meeting regulatory requirements.
- You will most likely bring some knowledge of income generation activities including commercial, fundraising and partnerships with you and you will have an undisputed track record of persuading and influencing stakeholders and partners, as well as a deep understanding of cost management and a track record of adherence to budgets.
- Experience of working with, promoting and protecting a strong brand image would also be desirable.

## PART TWO

### SKILLS AND ABILITIES

- Outstanding leadership and team management skills with the ability to develop and implement vision and strategic plans and deal with challenge from within teams.
- Communication and engagement skills that inspire change in outlook and thinking.
- Ability to present in an impactful and effective manner with different audiences.
- Interpersonal and influencing skills that secure trust and confidence.
- Sharp strategic planning abilities, with financial awareness and acumen.
- Ability to manage complexity and to convert business ideas and strategies into operational reality.

## PART THREE

### LEADERSHIP STYLE AND PERSONAL ATTRIBUTES

- Credible and approachable leader with presence who is trusted and respected and uses emotional intelligence to win loyalty.
- Flexible and adaptable when leading and delivering change and setting direction.
- Natural collaborator and alliance-builder with a simplifying style, sharp business acumen and a balanced risk appetite.
- Clear-thinking, self-assured and resilient style.

# TERMS OF APPOINTMENT

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## SALARY

Competitive six figure salary.

## CONTRACT

The role is offered on a full time, permanent basis.

## LOCATION

This role is based at EHAAT's offices at Earls Colne, Essex or North Weald. Our CEO will need to be a present and available leader and specific working arrangements can be negotiated for the successful candidate.

## PENSION

Maximum of 8% Employer contribution, at 5% employee contribution.

## BENEFITS

Life insurance, contingent on enrolment in the Pension scheme.



# HOW TO APPLY

To make an application, please go to <https://starfishsearch.com/jobs/ehaat-ceo/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A covering letter that sets out your motivation for applying for this role and your knowledge and experience against **Part One** of the Person Specification.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Deadline for applications is **Friday 25th April 2025**.

## RECRUITMENT TIMETABLE

<b>Closing date:</b>	Friday 2nd May 2025
<b>Preliminary interviews:</b>	w/c 5th and 12th May 2025
<b>Final Panel interviews:</b>	w/c 26th May 2025

