

Midlands Air Ambulance Charity (MAAC) Job Description

Job Title:	Finance Director
Reporting to:	Chief Executive

JOB SUMMARY

The Finance Director plays a pivotal leadership role within the Charity and is a member of the Senior Leadership Team (SLT). The post-holder will provide strategic financial stewardship across the Group (i.e. parent charity MAAC and trading subsidiary MAATL) and ensure the organisation is financially resilient, well-governed, and positioned to deliver its charitable mission over the long term. Working closely with MAAC Board of Trustees, MAATL Board of Directors, the Chief Executive, and Senior Leadership Team (SLT), the postholder will balance strategic insight with rigorous operational oversight, providing assurance and enabling confident decision-making in a complex and evolving environment.

MAIN DUTIES OF THE POST

The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures and practices of the Charity which may be amended from time to time.

1. Financial Strategy, Planning & Governance

Key responsibilities include:

- Provide strategic financial leadership that supports the Charity's long-term sustainability, resilience, growth ambitions, and ability to deliver high-quality services and impact.
 - Act as a trusted advisor to Board members, the Chief Executive and SLT - providing comprehensive, forward-looking financial advice; ensuring decision-making is informed and transparent; ensuring financial strategy, policy, and governance arrangements are robust and aligned with the Charity's values, mission, long-term objectives and risk appetite.
 - Work collaboratively with the Chief Executive and SLT to develop and maintain the three-year strategic plan, ensuring financial projections, assumptions, and scenario planning are based on accurate data and sound forecasting.
 - Advise colleagues across all departments on the financial implications of operational plans, major projects, and investment proposals, ensuring risks and opportunities are clearly understood and appropriately managed.
- Build strong, transparent, and trusting relationships with Board members by delivering clear, relevant financial reporting and assurance (supporting Board members to carry out their governance responsibilities effectively).
 - Provide Board members with expert advice on material financial matters that fall outside management authority, supporting informed and strategically sound decision-making.
 - Attend Board meetings, presenting clear, actionable financial insights/ papers and responding to queries with sound professional judgement.
 - Manage the Audit and Risk Committee's activities in conjunction with the Committee Chair, including liaising with the Charity's independent financial advisors and investment portfolio

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fund managers. Report to the Audit and Risk Committee to provide assurance that the financial controls are adequate, appropriate and operating effectively.

- Ensure that the Charity’s expenditure is maintained under strict review and control.
- Provide strategic oversight of all finance-related policies - ensuring they are compliant with statutory and charity-sector standards; ensuring they are clearly communicated, regularly reviewed, and embedded across the organisation.
 - Lead the development, review, and ongoing enhancement of the Finance Policy, ensuring it reflects best practice, evolving regulatory requirements, and the Charity’s operational context.
 - Lead periodic reviews of the Charity’s Reserves Policy, ensuring reserve levels remain appropriate in light of financial risk, income volatility, and long-term commitments.
 - Maintain accurate and up-to-date Gifts and Hospitality records, ensuring documentation is readily accessible to support audit, compliance, and management review.
- Monitor developments in charity law, accounting standards, and regulatory frameworks, proactively advising Trustees and the SLT of relevant changes and their implications - including working closely with the Board and SLT to ensure financial-related Care Quality Commission (CQC) regulations are met (noting Regulation 13: Financial position)
- Work in partnership with fundraising and commercial teams to evaluate new income-generating opportunities, assessing financial viability, risk exposure, and long-term sustainability.
- Collaborate with other Air Ambulance Charity Financial Directors (or equivalent) - sharing knowledge, learnings and joint-working opportunities across the sector.

2. Financial Management, Reporting & Control

Key responsibilities include:

- Ensure the Charity’s financial management, reporting, and control environment is robust, transparent, and fit for purpose.
- Deliver a robust and efficient financial management service for the Charity and its subsidiary company, ensuring full compliance with regulatory frameworks, accounting standards, and internal governance requirements.
 - Lead the Charity’s banking and treasury activities, ensuring robust controls are in place for payment processing, bank mandates, authorised signatories, and user-access rights, and that these are routinely reviewed to reflect organisational change and best practice.
 - Manage the Charity’s cash flow proactively, ensuring sufficient liquidity to meet operational commitments while optimising returns on short-term deposits where appropriate.
 - Oversee the accurate and compliant allocation of income and expenditure across unrestricted, restricted, and designated funds, ensuring transparency, appropriate separation, and adherence to charity accounting requirements.
 - Monitor aircraft operator costs, ensuring invoices are accurate, compliant with contractual terms, and that any discrepancies are promptly investigated and escalated.
- Maintain and enhance the Charity’s financial systems, ensuring they continue to meet operational, control, and reporting needs as the organisation evolves.
- Ensure that financial information is accurate, timely, and insightful. Oversee the timely preparation of monthly Group Management Accounts, ensuring high-quality financial reporting is supported by meaningful commentary, variance analysis, trend interpretation, and insights that enable informed strategic decision-making by the SLT and Trustees.
- Ensure full compliance with all relevant accounting standards, including FRS102 and the Charity SORP, and drive continuous improvement in the quality and clarity of financial reporting.
- Ensure that strong internal controls are in place to safeguard the Charity’s assets and reputation.
 - Review and update the Charity’s Financial Controls Checklist (CC8), strengthening internal controls and reducing financial and operational risk.

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- Lead on financial fraud prevention measures, ensuring robust controls, active monitoring and prompt escalation of any concerns to the CEO and Audit & Risk Committee.
- Manage the full year-end audit cycle, ensuring schedules, reconciliations, and working papers are prepared to a high standard and delivered within agreed timescales.
 - Lead the internal preparation for the annual audit, ensuring all year-end processes, reconciliations, and supporting schedules are delivered to auditors to a consistently high standard.
 - Take a collaborative approach with the auditors to ensure that accounting or compliance issues are identified and resolved prior to commencement of the audit
- Ensure all financially-related statutory submissions to Companies House and the Charity Commission are completed accurately and within required timescales - working closely with the Company Secretary. Manage preparation of accurate and comprehensive financial content for the Annual Report, ensuring all disclosures are complete, compliant, and clearly presented.

3. Tax, VAT & Investment Management

Key responsibilities include:

- Ensure the Charity's tax, VAT, and investment arrangements are well-governed, fully compliant, and optimised to support long-term financial sustainability.
 - Oversee all tax and VAT obligations, ensuring full compliance with relevant legislation while proactively identifying and implementing opportunities to minimise liabilities where appropriate.
 - Oversee the preparation and submission of Gift Aid claims, ensuring they are accurate, timely, fully compliant with HMRC requirements, and maximise eligible income for the Charity
 - Manage the relationship with the Charity's external investment portfolio fund manager, ensuring Trustees receive clear, meaningful reporting on fund performance, market conditions, and associated risks.
 - Act as the primary liaison with the Charity's independent investment advisors, ensuring the Charity receives high-quality professional advice on investment strategy, shareholdings, and cash allocation, and that all recommendations align with organisational objectives, ethical considerations, and risk appetite.
- Provide assurance to Trustees that statutory obligations are met, income is maximised appropriately, and investment decisions are informed, transparent, and aligned with the Charity's risk appetite and strategic objectives.

4. Payroll, Pensions & Benefits Administration

Key responsibilities include:

- Ensure that payroll, pensions (NHS and non-NHS), and employee benefits are administered accurately, securely, and in full compliance with statutory and organisational requirements.
 - Oversee the accurate, confidential, and timely processing of staff payroll, ensuring statutory deductions, pension contributions, and employee benefits are administered correctly. Take overall responsibility for the end-to-end payroll function, ensuring all data provided to the payroll bureau is accurate, complete, and submitted in line with agreed deadlines. Ensure all payroll reconciliations are completed in advance of BACS submission, maintaining full financial control, transparency, and auditability.
 - Oversee the payment of all pension contributions, HMRC liabilities, and other statutory deductions, ensuring accuracy and timely submission. Ensure pension contributions are maintained and submitted through relevant online portals, ensuring compliance with statutory duties, scheme rules, and internal governance requirements. Prepare and submit

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the annual NHS Pension file, ensuring all employee data is accurate, complete, and fully reconciled.

- Lead the preparation and submission of annual Benefits in Kind returns (P11D), ensuring all taxable benefits are appropriately identified and reported.
- Manage the Charity’s Death in Service provision, ensuring updates are submitted promptly to the provider, records are maintained accurately, and the policy is reviewed regularly to ensure it remains cost-effective and aligned with organisational needs.
- Provide assurance to the organisation and Trustees that staff-related financial obligations are managed with integrity, rigour, and appropriate control, supporting both regulatory compliance and a positive employee experience.

5. Contract, Insurance & Risk Oversight

Key responsibilities include:

- Protect the Charity’s assets, operations, and reputation through effective contract management, insurance coverage, and risk oversight.
- Oversee procurement activity, ensuring contracts, suppliers, and tender processes follow best practice, deliver value for money, and comply with the Charity’s Finance Policy and governance requirements.
 - Review and advise on commercial contracts and leases, ensuring they provide strong contractual protection and appropriately manage financial and operational risk.
 - Lead the review and ongoing management of legal contracts and leases, ensuring all commercial agreements protect the Charity’s interests and deliver sustainable value.
 - Ensure annual helicopter valuations are undertaken by an independent specialist and that statutory accounts accurately reflect asset values.
- Provide strategic leadership for all insurance matters across the Group, ensuring appropriate risk coverage, competitive premiums, and effective claims management.
 - Take overall responsibility for ensuring all aspects of the Charity’s operations are adequately insured, working closely with insurance brokers to validate coverage levels, respond to changes in activity, and address emerging or evolving risks.
 - Lead all insurance renewals across the Charity and its subsidiary, ensuring appropriate, comprehensive, and cost-effective cover is in place.
 - Manage all insurance claims—both actual and potential—ensuring documentation and evidence are submitted promptly, claims are progressed efficiently, and outcomes are monitored through to resolution.
- Contribute financial expertise to the Charity’s wider risk management framework - supporting effective risk identification, assessment and controls (ensuring aligned with the Charity’s risk appetite and regulatory obligations).
- Lead the financial elements of business continuity planning, supporting scenario planning and ensuring recovery arrangements for finance systems and processes are robust, tested, and fit for purpose.

6. Leadership & Team Development

Key responsibilities include:

- Act as a visible and credible finance leader across the organisation, representing the Charity’s values in all interactions and working collaboratively with colleagues to strengthen financial understanding and promote constructive, solution-focused engagement with the Finance function. Act as a role model for the Charity’s values, leading with integrity, professionalism, and respect, fostering a culture of accountability, collaboration, and continuous improvement.

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- Provide strong, visible leadership to an established Finance function, ensuring the team operates effectively, consistently, and in line with the Charity’s strategic, governance, and values framework.
 - Lead, mentor, and develop the Finance team, fostering a culture of high performance, accountability, and continuous professional development.
 - Provide effective line management to the Finance Manager, agreeing clear objectives, measurable KPIs, and proportionate development plans aligned with organisational priorities and the Charity’s values.
 - Oversee the performance and day-to-day effectiveness of the Finance Team, ensuring responsibilities are clearly understood, workloads are balanced, and high standards of accuracy, confidentiality, and timeliness are maintained.
 - Support the ongoing development of the Finance Team, encouraging knowledge-sharing, skills enhancement, and reflective practice within existing team structures.

7. IT & Systems Oversight

Key responsibilities include:

- Supplier/contract management of the external IT provider and telephony provider, ensuring services are reliable and cost-effective; ensuring system access, permissions, and financial controls are robust and secure.
 - Conduct quarterly review meetings with the IT account manager to assess system effectiveness and identify improvements. Serve as the primary point of contact for the IT provider during their bi weekly on site visits, ensuring that all scheduled and ad hoc tasks are completed effectively, and that new employees are fully equipped with appropriate hardware, software, system permissions, and login credentials.
 - Proactively manage laptop inventory levels to ensure spare devices are always available for unexpected faults, and that a stock of new laptops is maintained so replacements or new starter devices can be issued without delay.
 - Oversee the ongoing updating of the fixed asset register, ensuring asset details are updated in real time and that all obsolete computer equipment is securely decommissioned, data wiped, and disposed of in accordance with data protection, confidentiality, and environmental standards.
- Champion a culture of cyber awareness throughout the organisation.
 - Work proactively with the external IT provider and internal stakeholders to ensure robust cyber security controls are in place, including access control management, data protection measures, system monitoring, vulnerability management, and compliance with cyber insurance conditions.
 - Lead the oversight of cyber incident response procedures, ensuring readiness, staff awareness, and effective escalation routes in the event of a breach, attempted intrusion, or system compromise.
 - Liaise with the Data Protection Officer (DPO) and Senior Information Risk Owner (SIRO) as required - informing them about any information security risks, incidents, and breaches in a timely manner - to ensure compliance and risk mitigation.
 - Ensure finance and non-finance staff receive appropriate training, communicating emerging threats, and providing guidance on mitigating human factor risks such as phishing, social engineering and data handling weaknesses. Ensure cyber reporting is routinely part of informed decision making on risk, investment needs and business continuity implications.

This job description is a guide to the nature of the work required of this position. It is neither wholly comprehensive nor restrictive and does not form part of the contract of employment.

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