



Job Title: Individual Giving Lead

Dept.: Fundraising

	Essential/Desirable	Evidence
<p>A: EDUCATION QUALIFICATIONS AND TRAINING Level of education, specific qualifications, specialised training, training requirements for the job)</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Qualified to a Further and/or Higher Education Level <u>or</u> relevant career experience which demonstrates equivalent academic skills <p>Desirable:</p> <ul style="list-style-type: none"> • Professional fundraising qualification (e.g. Chartered Institute of Fundraising Diploma or similar) • Relevant training in fundraising compliance and/or gambling regulation. • Legacy administration training. 	<p>Application</p> <p>Certificates</p> <p>CPD Portfolio</p> <p>Interview</p>
<p>B: EXPERIENCE (Length, type and level of work-related experience)</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Significant experience in a senior individual giving fundraising role, with clear accountability for income performance. • Proven track record of delivering sustained income growth across individual giving income streams such as regular giving, lotteries, raffles, telemarketing, in memory and/or legacy fundraising. • Experience of leading and managing external fundraising agencies or suppliers, including performance management, contracts, and KPIs. • Experience of developing and delivering fundraising plans, campaigns, and budgets. • Demonstrable experience of managing staff, setting objectives and supporting professional development • Experience of using CRM systems and data insight to inform fundraising decision-making and improve performance. 	<p>Application</p> <p>Interview</p>



	<ul style="list-style-type: none"> • Experience of working within fundraising regulatory frameworks, including the Fundraising Regulator’s Code of Fundraising Practice and data protection requirements <p>Desirable:</p> <ul style="list-style-type: none"> • Experience of lottery fundraising and/or working within Gambling Commission regulated activity. • Experience of legacy administration. • Experience of acting as, or working closely with, an Annex A holder • Experience within the healthcare and/or air ambulance charity sector. • Experience of the Access CRM system. 	
<p>C: SKILLS KNOWLEDGE ABILITIES (Range and level of skills, depth of knowledge required for the job)</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Strong fundraising and results-driven mindset, with the ability to balance income growth, supporter experience, and compliance. • Excellent leadership and people management skills, with the ability to motivate, develop, and inspire others. • Demonstrable ability to manage complex supplier and agency relationships effectively. • Strong financial skills, including budgeting, forecasting, ROI analysis, and income reporting. • Excellent communication skills, with the ability to influence, negotiate, and present confidently to a range of internal and external stakeholders. • High level of knowledge and understanding of individual giving fundraising, including acquisition, retention, lifetime value and stewardship. • Strong understanding of fundraising regulation and compliance, including protection of vulnerable people. • Ability to analyse data, interpret insight, and translate this into practical action. • A creative and innovative mindset, with the ability to develop new fundraising initiatives. 	<p>Application Interview CPD</p>



	<ul style="list-style-type: none"> • Strong IT literacy, including CRM systems and Microsoft Office. • Excellent numeracy, literacy and attention to detail. • Passion for the mission, values and impact of Midlands Air Ambulance Charity. <p>Desirable:</p> <ul style="list-style-type: none"> • Knowledge of lottery governance and Gambling Commission requirements. • Understanding of marketing and communications principles within fundraising. • Understanding of Midlands Air Ambulance Charity and the wider Air Ambulance sector 	
<p>D: APTITUDES AND ATTRIBUTES (Communication and interpersonal skills, organisational skills, ability to work on own initiative, to strict protocols/procedures and time scales)</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Confident, credible and resilient, with the ability to lead in a regulated, performance-driven environment. • Strategic thinker who is also comfortable operating hands-on when required. • Strong organisational and planning skills, with the ability to manage competing priorities and deadlines. • High level of personal integrity and professionalism. • Collaborative and inclusive approach, with the ability to work effectively across teams. • Solutions-focused, proactive, and adaptable in response to change • Calm under pressure, with sound judgement and decision-making skills. • High professional standards. • Attention to detail. 	<p>Application Interview</p>
<p>E: OTHER JOB REQUIREMENTS (Physical/health requirements, specific requirements e.g. car owner/driver, full, clean, current</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Full UK driving licence and willingness to travel across the charity's operating region. • Willingness to work flexibly, including occasional evenings and weekends. 	<p>Application Interview</p>



<p>UK Driving Licence)</p>	<ul style="list-style-type: none"> • Ability to act as an Annex A holder and meet the requirements of the Gambling Commission. • Subject to satisfactory DBS and other pre-employment checks in line with MAAC policy. 	
<p>F: PERSONAL QUALITIES AND VALUES</p>	<ul style="list-style-type: none"> • RECEPTIVE - We define success as continuous improvement and aim for excellence in our lifesaving services and community projects • RESPECTFUL - we are a community-based organisation with a 'one team' culture that embraces and encourages honesty. • RESPONSIBLE - we aim to create the best possible future for everyone and strive to place sustainability at the heart of everything we do. • RELEVANT - we are open to new ideas and ways of working, across our clinical and charity operations, providing total transparency to all stakeholders. • RECOGNITION - we value our relationships - with staff, supporters and the wider communities we serve - working together to achieve the best possible patient outcome. 	<p>Application Interview</p>

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties