

# Chief Executive Role Profile



Launched on St. David's Day 2001, Wales Air Ambulance is the official air ambulance service for Wales. We provide air cover to relieve illness and injury wherever and whenever anybody in Wales needs us.

We are the only air ambulance charity based in, and dedicated to, Wales and rely entirely on donations to fly our helicopters.

Wales Air Ambulance covers the whole of Wales every single day, from rural countryside, bustling towns and cities, along the Welsh coastline and across vast mountain ranges. Since our inception, we have attended over 35,000 missions.

We are rooted in the communities we serve and we are driven by our vision to provide a 24-hour air ambulance operation, continually striving for an outstanding service available to everyone in Wales.

## Our Mission

**To aid the relief of sickness and injury, and the protection of human life, by the provision of a HEMS/air ambulance service across Wales.**

## Our Vision

**To provide a 24-hour air ambulance operation and continually strive for an outstanding air ambulance service available to everyone in Wales.**

## Our Values

We operate a values-based approach in all our activities, behaviours, decisions, and in our culture. Our values are as follows:

### Integrity

To be an organisation that is open and transparent, and actively embraces equality and diversity. To demonstrate honesty and fairness in every action that we take.

### Valuing People

To treat everyone with dignity and respect, value all contributions and help one another succeed through effective teamwork.

### Innovation

To be a creative, forward-thinking organisation which is open to new ideas, meets challenges and embraces change. To aspire for excellence in everything we do and strive for continuous improvement.

### Accountability

To take responsibility for performance in all of our decisions and actions. To ensure as an independent charity that everything we do is patient-focused.

## The Role

To continue with our achievements to date, we are seeking to appoint an **inspiring Chief Executive** to lead the Charity on its journey of continuous improvement, who has the ability to lead wide-ranging improvements to our services and to deliver measurable cultural change.

Working with the Chair and the Board of Trustees, our stakeholders, and our workforce, you will have the opportunity to make a positive impact in this exciting leadership position. The role will focus on developing our workforce, delivering on the Charity's strategic ambitions, making sure that the strategy is embedded culturally, building on our successes, and for ensuring that the Charity fulfils its statutory and contractual responsibilities and delivers effective outcomes for the people of Wales.

The Chief Executive also has responsibility for the overall administration of the Charity, for building meaningful and influential relationships with key local and national stakeholders, and for fulfilling the role of spokesperson on media platforms and in public and professional settings. Your ability to provide robust leadership and deliver results will be an essential element of the role.

An excellent communicator and ambassador, you will have credibility and influence with stakeholders and partners, and you will be passionate about championing the Charity's Mission, Vision and Values.

## Main Duties and Responsibilities

**Responsibilities will include but will not be restricted to:**

### Strategic Direction

- To support the Board of Trustees in reviewing its strategic direction against agreed objectives.
- To provide the overall strategic leadership to the Charity, including its development, expansion and maintenance of long-term and short-term objectives.
- Maintain awareness of risks and changes in the external environment that affect the Charity.
- Deliver the Charity's business plans.
- Promote the Charity at regional and national levels.
- Adopt a coordinated and high-level approach to funding negotiations to ensure the sustainability of the Charity and its expansion.
- Agree with Board of Trustees organisational and individual key performance indicators and standards that support the achievement of the Charity's vision.
- To create a high-performance culture within the Charity, and inspiring leadership and accountability.
- Working closely with the Board of Trustees and the Senior Management Team to oversee the management of the governance structure.
- Provide leadership and motivation, ensuring that the Charity has a committed, ambitious workforce which collectively achieves the Charity's vision.

## Governance

- Provide regular reports to the Board of Trustees and attend trustee and sub-committee meetings.
- Provide comprehensive information to support the Board of Trustees in its governance and decision-making role.
- Coordinate the production of an annual report.
- Ensure the Charity fulfils its legal, statutory and regulatory responsibilities and acts in accordance with the Charity Commission and Gambling Commission regulations at all times.
- Ensure that the Charity prepares, delivers and monitors its annual business plans.
- Ensure that Board members are kept fully informed of the activities of the Charity by preparing reports and financial information and through attendance at meetings as requested.
- To manage the strategic and operational risk registers.

## Finance and Income Generation

- Work with the Board of Trustees to agree a long-term funding strategy to maximise income for the Charity from all sources, to develop and sustain the service.
- Work in collaboration with the Board of Trustees to ensure financial viability and accountability through accurate financial information and appropriate oversight.
- Establish and monitor key indicators of the Charity's financial health.
- Drive revenue streams and capitalise on opportunities whilst ensuring excellent service delivery.
- Negotiate funding for the Charity with statutory agencies and make applications to Trusts and other funding sources as appropriate.
- Work in collaboration with the Finance Director to produce an annual budget and cash flow analysis for the Charity.
- Ensure that the Charity complies with the Charity Commission, Gambling Commission, Financial and other legal requirements, and regulations.
- Deliver an income strategy, resulting in robust financial resources to drive the Charity's vision.



**Attend  
trustee  
meetings**



## Relationships

- Build an effective working relationship with the Chair of the Board of Trustees and the Trustee Board.
- Act as spokesperson and lead ambassador for the Charity, maintaining and developing public awareness.
- Establish strong relationships with the Charity's stakeholders, including EMRTS, NHS Wales, the Welsh Government and the Welsh Ambulance Service NHS Trust.
- Ensure that the Charity and its activities are accurately and proactively promoted in the regional and national media.
- Handle media enquiries on behalf of the Charity when required or delegate as appropriate.
- Develop effective relationships with stakeholders, partners, and other relevant associations, organisations and individuals at local, regional and national level.

## Leadership

- Ensure that organisational objectives are translated into individual work plans with clear, measurable objectives.
- Support, monitor and review the work of the Senior Management Team and the Personal Assistant through regular supervision and annual assessment.
- Build and maintain an effective, high-performing team.
- Demonstrate a commitment to equality of opportunity in all aspects of the Charity's work.
- Ensure that appropriate confidentiality is respected in all matters relating to NHS Wales confidentiality policies.

## Other Duties and Responsibilities

- Promote and uphold the Charity's Mission, Vision and Values in all aspects of work.
- Contribute to departmental evaluation reports on performance.
- Stay up-to-date on current industry-related trends and share best practice with colleagues.
- To participate in or attend any training as required.
- Adhere to our health and safety policy and procedures, identify hazards and undertake appropriate risk assessments as required.
- Keep up-to-date with, and understand, legislative changes – particularly in relation to GDPR, Charity Commission Regulations and Charity Law.
- To foster good working relationships with all the Charity's employees, volunteers, partners and stakeholders.
- To be a good representative of the Charity and ensure positive relationships with customers and the local communities.
- Maintain confidentiality in all areas of work.
- Ensure that your conduct within and outside the Charity does not conflict with organisational expectations.
- Actively support and promote the Charity and all its policies, processes and procedures.

## Person Specification

### Essential Experience, Skills and Behaviours

- An understanding and commitment to equality and diversity.
- Experience of sound financial management and corporate governance.
- Experience of a high-performing organisation with a strong leadership culture centred on the qualities of enabling and empowering people.
- Effectively managing internal and external stakeholder relationships.
- Experience of problem-solving at a high level.
- Strong communication and presentation skills.
- Proven ability to translate vision into effective strategy.
- A self-starter with the motivation, commitment, enthusiasm and drive to define clear goals and inspire people to achieve them.
- A leader with exceptional interpersonal and team-working skills, with a proven ability to motivate and enthuse.

### Desirable Experience, Skills and Behaviours

- Evidential experience of operating at Board level and a demonstrable track record of leading an organisation.
- Experience of working to and with voluntary boards.
- Spoken and written Welsh.
- The ability to communicate effectively with all internal and external partners, including the media.

There will be occasions when you may be required to undertake additional tasks, duties and responsibilities within the scope of the role of the Chief Executive. This job description is intended to provide guidance on the range of duties associated with the post. It is not intended to provide a full and exclusive definition of the post. It may be subject to modification and amendment from time to time.

