

**The Great North Air Ambulance Service**  
**Person Specification**



**JOB TITLE:** Regional Fundraising Lead (Cumbria OR North East area)

**DEPARTMENT:** Fundraising

	<b>Essential</b>	<b>Desirable</b>
<b>Qualification/Education/Training</b>	<p>Minimum of 5 GCSE's grade C and above including English and Maths or equivalent</p> <p>Current clean driving licence (the role involves business travel)</p>	<p>Degree qualified or equivalent</p> <p>Fundraising Qualification</p>
<b>Personal Characteristics/Communication</b>	<p>Self-motivated</p> <p>Ability to work well under pressure</p> <p>Ability to work both as part of a team and on own initiative when working independently</p> <p>Excellent interpersonal skills and ability to communicate with a broad range of people</p> <p>Flexibility to work unsocial hours, including weekends and evenings, and to travel as required</p>	
<b>Skills/Knowledge</b>	<p>Computer literate and experience of using Microsoft Office particularly Word, PowerPoint and Excel</p> <p>Strong customer service skills and understanding of the importance of customer/donor retention</p> <p>Ability to promote the charity face to face and using telephone and email</p> <p>Presentation skills and a confident public speaker</p> <p>Strong organisation skills and a proven ability to meet deadlines whilst maintaining attention to detail</p> <p>Ability to produce written reports and analyse supporter data</p>	<p>Knowledge of the legal framework applicable to charity fundraising</p>
<b>Experience</b>	<p>Minimum of 2 years fundraising experience</p> <p>Sales experience</p>	

	Proven leadership skills and experience Experience of using a CRM system	
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