



Trustee Role Outline

- Role title:** Trustee of – Great North Air Ambulance Service (Fundraising Portfolio)
- Location:** Various – Trustee Board meetings take place in person at Progress House, Eaglescliffe or Langwathby Base, Cumbria or remotely via MS Teams.
- Salary:** Voluntary, unpaid role

The role of the Trustee

The Trustee will further the work and aims of the Great North Air Ambulance Service (GNAAS), acting as an ambassador for the charity. Under the direction of the Chair of Trustees, the Board has collective responsibility for providing independent oversight, constructive challenge and strategic guidance to support the charity in delivering its vision, purpose, values and future growth.

This role provides strategic oversight and specialist governance input in relation to fundraising strategy, income generation, donor engagement and fundraising governance. The Trustee will support the Board in ensuring the charity secures sustainable income to enable the continued delivery of its life-saving air ambulance service.

Main duties

- Attend and actively participate in Trustee Board meetings.
- Work with fellow Trustees to ensure compliance with the charity's governing document, charity law, company law and all relevant legislation and regulations.
- Ensure the charity's objectives are pursued in line with the Memorandum and Articles of Association.
- Contribute actively to strategic direction, policy setting, goal definition, target setting and performance evaluation.
- Safeguard the good name, values and mission of the organisation.
- Promote effective and efficient administration of the charity.
- Support the charity's financial stability and long-term sustainability.
- Protect and manage the charity's property and assets, ensuring the proper use of charitable funds.

- Support the Chief Executive Officer (CEO) and, alongside fellow Trustees, monitor their performance.
- Chair and/or attend committees or other groups delegated by the Chair of the Board of Trustees.

Additional duties

- Prepare for Trustee business by reading and reviewing Board papers in advance.
- Attend Trustee meetings and contribute constructively to discussion and decision-making.
- Act as an active member of the Board of Trustees in exercising its responsibilities and functions.
- Use relevant skills, knowledge and experience to support sound Board decision-making.
- Comply with the charity's policies, procedures, code of conduct and conflicts of interest requirements.

Fundraising portfolio duties

As a Trustee with significant fundraising, supporter engagement and income generation expertise, the role will provide strategic advice, scrutiny and assurance to support sustainable growth and financial resilience. The focus is on governance, oversight and strategic challenge, rather than operational fundraising delivery.

Responsibilities will include:

- Provide strategic oversight, constructive challenge and informed support in relation to fundraising strategy, income diversification and long-term income generation.
- Draw on specialist fundraising knowledge and experience to advise on major donor, legacy, corporate, community, events, grants and trusts, and individual giving opportunities.
- Support the Board to review and interpret fundraising performance, donor trends, campaign outcomes and return on investment, ensuring decisions are informed by robust evidence and insight.
- Provide assurance that fundraising activity is ethical, compliant, appropriately governed and aligned with charity law, regulatory expectations and recognised fundraising standards.
- Promote high standards of supporter care, stewardship and engagement, enabling effective and enduring relationships with donors, volunteers, fundraisers, partners and communities across the region.

- Contribute informed insight into fundraising-related risks, including reputational, financial, compliance, data protection and supporter confidence risks, supporting effective mitigation and Board-level oversight.
- Represent the charity appropriately as an ambassador, using networks and influence to strengthen awareness of its mission and support long-term fundraising sustainability.

This is not an exhaustive list of duties. The Trustee may be asked to support other responsibilities that contribute to the charity's objectives and strategic priorities.

Time commitment

- Trustees are required to commit sufficient time to understand the complexity of the organisation, including its clinical, aviation, regulatory, fundraising and charity governance responsibilities. This includes familiarity with relevant requirements and guidance from bodies such as the CQC, CAA and Charity Commission.
- The Board meets at least four times each year, in addition to a strategy day. Trustees are also encouraged to sit on two Board Committees, which may include Finance, Audit and Risk; Operations and Clinical; Nominations; and Trading Company. Committees also meet at least four times each year, and Trustees are expected to prepare fully and participate actively.
- Additional contact outside formal meetings will also be required, usually by email, telephone or Microsoft Teams.

Person specification

All Trustees should demonstrate a strong understanding of, and commitment to, the charity's mission, strategy and values, including:

- A strong personal commitment to equity, diversity and inclusion, demonstrated through advocacy, respect and inclusive practice.
- The ability to listen, engage effectively and contribute constructively to challenge and debate while fostering a collaborative Board environment.
- A commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.
- Experience operating at Board level, with an understanding of the role of a Trustee or Non-Executive Director.

Specific fundraising skills

The Board is seeking to appoint a Trustee who can bring substantial fundraising, supporter engagement and income generation expertise to its governance and committee work, including:

- A substantial background in senior fundraising, income generation, supporter engagement and charity growth, with demonstrable experience at strategic level.
- Significant experience in a senior fundraising, development, external engagement or income generation role within the charity, social enterprise, public benefit or purpose-led sector.
- A comprehensive understanding of fundraising strategy, donor stewardship, campaign planning, supporter journeys and income diversification.
- Experience of fundraising governance, regulatory compliance, ethical fundraising practice, data protection requirements and reputational risk management.
- The ability to use professional networks, insight and influence appropriately to strengthen awareness, engagement and sustainable support.

General skills

- Broad leadership experience across the private, public, voluntary or charity sectors.
- The ability to provide constructive challenge at a strategic level, with an analytical mind, strong intellect and good judgement.
- The ability to form constructive relationships with a wide range of people.
- Experience of income diversification, commercial awareness or organisational growth within a mission-led environment.
- An understanding of the difference between governance and management.
- Understanding of risk management and internal control frameworks, including financial, reputational, fraud and safeguarding risks.
- An understanding and acceptance of the responsibilities and accountabilities set out in the charity's governing document, including making individual contributions to Trustee debates and taking joint responsibility for all Trustee decisions.
- Financial awareness, with the ability to review accounts, budgets, business cases and fundraising performance information.
- The ability to work as part of a team, listen to colleagues' views, adapt opinions and support agreed decisions with a reflective and diplomatic style, while being able to take difficult decisions when required.
- The ability to commit sufficient time to undertake the role effectively.

- Self-awareness and openness to give and receive feedback on performance.
- The ability to act as an effective ambassador.