



ASBF Director

Person specification

Skills/Abilities

- A capacity for dynamic and articulate leadership, with strong PR skills to represent ASBF enthusiastically to both the Ambulance service and outside agencies.
- Ability to communicate effectively and appropriately with the Ambulance service senior management in the UK, both public and private and the current staff of those organisations.
- Ability to think strategically about developing the ASBF and raising awareness to Ambulance staff and the public
- Confidence, adaptability, drive, & stamina to rise to new challenges and deliver results.
- Entrepreneurial, versatile, able, and willing to source and develop new opportunities and ideas.
- An ability to relate to and win the confidence and trust of stakeholders and the public.
- Ability to operate sensitively within a 'political' environment and to develop relationships with all stakeholders that command respect, trust and confidence
- The ability to write and present reports on complex issues.
- The capability to project the ASBF's vision and the ability to see the 'big picture', to identify broader opportunities and the potential for operating in different ways to achieve the desired results.
- An ability to develop and implement corporate strategies in pursuit of agreed goals.

Knowledge

- A comprehensive understanding of the how the Ambulance Services operate and the current challenges and opportunities.
- Ideally at least three years recent experience in a senior management role in an Ambulance service or a Charity.
- An understanding of the role of information and communications technology in developing the awareness of the fund.
- Financial and commercial awareness, with strong analytical skills and a creative approach to problem solving.
- An up-to-date understanding of new and emerging technologies and the scope for exploiting them.
- Good knowledge of statutory requirements in relation to running a Charity
- An understanding of the principles of good governance within the Charity sector
- Intermediate knowledge and hands on experience of the Microsoft Office software package, Word, Excel and Outlook in particular, to facilitate home working.

Experience

- A proven track record of successful corporate management, leading the formulation and delivery of corporate vision, strategies, policies, and objectives.
- A successful track record of building productive internal and external networks and working across organisational and sector boundaries that embraces collaborative working with the statutory, private, and voluntary sectors.
- A proven track record of providing sound professional advice and guidance at senior management/director/elected member/board member level and significant experience of operating at Board level.
- Experience of creating, developing and maintaining effective working relationships with key stakeholders
- Consistent achievement at a substantial senior management level in an Ambulance organisation, including managing large budgets and resources.
- Experience of building personal and professional credibility with boards, management teams, employees, partners, the public, and the media. Evidence of success in building and enhancing the reputation of an organisation.

Personal Attributes and Circumstances

- Commitment to the ethos and values of the ASBF
- Excellent interpersonal skills to communicate effectively with a wide variety of people.
- Ability to influence and persuade others in order to gain trust and confidence.
- Excellent communication and networking skills, with the ability to give articulate, comprehensive and persuasive presentations to a wide variety of audiences including all media.
- Personal conduct, probity, integrity, and credibility that commands the confidence and respect of all stakeholders.
- Commitment to policies on equality and diversity
- Willingness to travel and access to a vehicle
- Enthusiastic and able to enthuse
- Ability to self-motivate as will initially be a 'lone worker' for the ASBF
- Willingness and ability to work outside usual office hours as necessary
- Recognition of the importance of professionalism and of the importance of the professional reputation and standing of the organization