

SERVING WALES.
SAVING LIVES.



Ecommerce, Logistics and Corporate Donations

Join the *Wales Air Ambulance Team*



Elusen
Ambiwylans Awyr
CYMRU
WALES
Air Ambulance
Charity





About Wales Air Ambulance

Wales Air Ambulance delivers advanced lifesaving medical care to people across Wales, 24/7. We are the only air ambulance charity, based in, and dedicated to, the people of Wales and rely entirely on your charitable donations to raise £11.2 million every year to keep the helicopters in the air and rapid response vehicles on the road.

With a motto of “Serving Wales, Saving Lives” and a Royal Patron, His Royal Highness, The Prince of Wales, who himself has been an active HEMS (Helicopter Emergency Medical Services) pilot, we are absolutely committed to delivering the very best service we can for the people of Wales.

We have successfully grown our service over the last twenty three years from a single aircraft operating five days a week from a single base in South Wales to the four aircraft 24/7 service model that we have today.

We are on standby to attend those suffering a life or limb-threatening injury or illness, with some of the most advanced air ambulances and rapid response vehicles in the UK. Our Charity is delivered via a unique Third Sector and Public Sector Partnership. The Emergency Medical Retrieval and Transfer Service (EMRTS) supplies highly skilled NHS consultants and critical care practitioners who work on board our vehicles.

With bases across Wales, the highly skilled crew on board can carry out medical procedures which would usually only be available within a hospital setting. They can deliver blood transfusions, administer anaesthesia and undertake emergency operations at the scene of an incident, before taking the patient directly to specialist care. For the patient, this can mean hours saved in receiving the appropriate treatment when compared to standard care.

Our ambition knows no bounds and we strive to continually innovate – from leading the field with our clinical research and development to using robotics to automate our Lottery administration.

We are a proud employer of over 100 passionate employees who undertake a range of functions, all of which support our lifesaving work across Wales. We are equally proud of our volunteers who selflessly give us the gift of their time to help us in our work.

We are driven by our Values, which sit at the heart of everything that we do, and we are committed to doing the right things for our patients, their families and our supporters. Teamwork is very important to us and is vital to the delivery of our strategic ambitions. Our mantra is being greater than the sum of our parts – every single person makes a difference to our work.

Our Teams

- Fundraising
- Communications
- Retail and Transport
- Human Resources and Volunteering
- IT
- Finance
- Operations (Health and Safety, Facilities Management, Infrastructure)



Our Mission

To deliver lifesaving, advanced medical care to people across Wales, whenever and wherever they need it.

Our Vision

To improve the lives of patients and their families by being a world leader in advanced, time-critical care.

Our Values

Trustworthy

We act with uncompromising integrity in everything that we do

Passionate

We are heartfelt in our commitment to delivering the best possible outcomes for the people of Wales and believe in everything that we do and say

Ambitious

We look beyond the present to deliver future value.

Responsible

We care about doing the right thing and taking ownership for our actions and our results.

We offer the following Benefits

- 26 days annual leave, increasing based on time served plus Bank Holidays with the option to buy extra days
- Enhanced Family Friendly pay
- Enhanced Occupational Sick Pay after successful completion of a 6 month probation period
- Life Insurance
- Flexible working opportunities and hybrid working
- We pay up to 6% employer contribution rate on pensions
- Free and confidential Employee Assistance Programme, available 365 days a year
- Occupational Health services
- Annual employee conference
- A range of development and learning
- Full access to Healthcare Cashplan



"Each and every person at the Charity is working towards the same goal, to serve the people of Wales, and save lives. Everytime I see a Wales Air Ambulance helicopter or rapid response vehicle, I feel a huge sense of pride, knowing that I have played my part in ensuring that the medics and pilots can attend those who are facing life or limb threatening injuries. For me, it doesn't get much more important than that."

The Role

The Ecommerce, Logistics and Corporate Donations Manager is responsible for leading and developing key retail operations that maximise income and support the strategic objectives of Wales Air Ambulance. The role oversees all ecommerce activities, ensuring online sales platforms are effectively managed, optimised and expanded to drive sustainable revenue growth. It is also responsible for coordinating collection and delivery services, merchandise distribution, Gift Aid administration, and the efficient management of logistics operations across the retail estate.

The postholder will build and maintain strong relationships with corporate partners to secure donated goods, identify new income generation opportunities, and ensure stock is effectively processed and allocated to maximise sales potential.

Working collaboratively with retail, fundraising and communications teams, the role will deliver excellent customer service, improve operational efficiency, support volunteers and staff, and provide leadership to the driver team, ensuring all activities contribute to the charity's income generation and reputation.

Reports to Retail Operations Manager

Hours 36 Hours (Monday – Friday)

Location Bridgend Retail Shop

Salary





Main Duties and Responsibilities

Ecommerce

- Lead the development, implementation and ongoing management of online sales platforms and marketplace accounts.
- Establish and maintain online selling accounts, payment systems, product categories, postage options and operating procedures.
- Set and maintain standards for pricing, product listings, photography, descriptions and stock management.
- Monitor sales performance, income, fees, postage costs and stock levels, using data and insights to identify improvements and growth opportunities.
- Identify and develop new income streams through additional marketplaces, digital sales channels, product ranges and corporate stock donations.
- Work closely with the Communications Team to promote online sales activity through social media and other digital channels.
- Support and develop volunteers' skills and engagement in ecommerce activities.
- Deliver excellent customer service by ensuring timely communication, accurate order fulfilment, prompt dispatch and positive customer relationships.
- Ensure all products listed online are accurately described, presented to a high standard and supported by quality photography.
- Develop effective working relationships with colleagues across the retail estate and wider organisation.
- Undertake any other duties commensurate with the level and responsibilities of the role.

Logistics

- Act as the first point of contact for customer enquiries relating to collections and deliveries, ensuring a professional and helpful service at all times.
- Manage customer communications regarding the collection and delivery of donated and purchased goods.
- Process donated goods in accordance with Wales Air Ambulance policies and procedures.
- Coordinate the distribution of Wales Air Ambulance merchandise across the retail estate and support fundraising teams to maintain stock availability.
- Actively promote and administer the Gift Aid process to maximise income from donated goods.
- Organise and manage collection and delivery schedules to ensure efficient use of resources.

Main Duties and Responsibilities continued

- Liaise with Retail Managers to plan and deliver effective collection routes and schedules.
- Work collaboratively with Regional Fundraising Managers to provide logistical support for fundraising activities and events.
- Support the implementation of new systems, processes and procedures that improve operational efficiency and customer experience.
- Provide line management, support and supervision to the driver team.

Corporate Donated Goods

- Develop and maintain relationships with corporate partners to secure donations of goods that support retail income generation.
- Coordinate the acceptance, checking and processing of donated and new goods from corporate partners and suppliers.
- Sort, allocate and redistribute donated goods across the retail estate to maximise sales opportunities and stock availability.
- Work collaboratively with internal stakeholders to identify and secure new opportunities to increase the volume and value of corporate stock donations.



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 related-industry trends and share best practice with colleagues.
- Carry out other duties identified by the manager to achieve the overall objectives of the service.
- 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.
- To foster good working relationships with all the Charity's employees, volunteers, partners, and stakeholders, treating all individuals with respect, courtesy and dignity.
- 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 Charity does not conflict with organisational expectations.
- Actively support and promote the Charity and all its policies



Person Specification

Experience Skills & Knowledge: Essential Criteria

Candidates must be able to demonstrate the following:

- Experience of working in a logistics or customer service setting.
- Excellent customer service skills.
- Excellent verbal and written communication skills.
- Able to manage a varied workload.
- Able to prioritise tasks and work to deadlines.
- Ability to follow instructions and processes.
- Ability to input and analyse logistical data.
- Strong analytical skills.
- Ability to problem solve.
- Project management experience.
- Good administration skills.
- Able to use judgement.
- Good geographical knowledge of Wales.
- Confident in the use of internet, intranet, databases, Apps, and Microsoft packages, including Word, Excel, Outlook & Teams.

Desirable Criteria

- An understanding or experience of Gift Aid.
- Experience of working in the Charity sector.
- Welsh speaker

The Wales Air Ambulance Charity believes in a fairer future for all and strives to create an inclusive workforce. We respect and value diverse backgrounds, skills and perspectives within our teams, and believe it essential in order to deliver a world-class lifesaving service.

Our people and the communities that we serve are at the heart of everything we do and we are committed to making a more equitable, diverse and inclusive workforce.

We welcome applications from all candidates regardless of their sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity status.

As an all-Wales Charity, committed to helping others, we will seek to make reasonable adjustments to overcome barriers to employment caused by disability and/or neurodiversity, and encourage applications from these candidates. If you require any reasonable adjustments please contact PSR on 01242 691683. We guarantee to offer an interview to those who meet the minimum criteria, disability or not.

Rehabilitation of Offenders Act 1974

Under the above Act, most sentences awarded by a Court for criminal offences may be regarded as being spent and disregarded, for most purposes after a specific period of time and need not be disclosed. The Wales Air Ambulance Charity will not discriminate unfairly against applicants who declare a criminal conviction or other information.

We are flying into a fairer future, join us on that journey.

Data Protection

The information you provide in your application will be used by Wales Air Ambulance to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Wales Air Ambulance) and we will not share your data with any third parties for their marketing purposes.

Further information about how we protect and use your personal data is set out in our Job Application Privacy Notice available on www.walesairambulance.com.

