

Director of Digital, Technology and Data

Job Description

Contract: Permanent

Hours: Full Time

Reports to: Chief Executive Officer

Direct Reports

- Head of Data (Fundraising)
- Head of Data (Clinical and Operational)
- Head of IT and Digital

Location: Hybrid Working, charity office in London E1, Royal London Hospital E1

Member of: Directors Group

Proposed Salary c.£105- 110,000 dependent on experience

Context

This is an exciting time to join London's Air Ambulance Charity. Following the successful completion of the Up Against Time Appeal and the launch of our ambitious 15-year strategy, we are looking ahead to the next chapter in our development as a charity and as a world-leading pre-hospital care service.

London's Air Ambulance Charity has ambitious plans for the future. At the heart of these ambitions is a recognition that digital, technology and data will play a fundamental role in our future success. What we don't yet have is the leader who will define that future. That's why we're creating this role.

Over recent years, London's Air Ambulance Charity has successfully developed its technology, digital and data capabilities through the leadership of colleagues and Directors who have incorporated these responsibilities alongside their wider portfolios. This approach has enabled the organisation to make significant progress, develop specialist expertise within teams, and support the operational and strategic needs of the charity as it has grown.

As the organisation looks ahead to delivering its ambitious 15-year strategy, the scale of opportunity presented by technology, data and digital innovation continues to increase. We see growing potential to improve patient outcomes, strengthen research and innovation, enhance operational effectiveness, support fundraising growth, and deepen our understanding of the impact we make. Realising that potential will require greater focus, dedicated leadership and a more integrated approach across technology, digital and data functions.

The Board and Directors Group have therefore taken the strategic decision to build on the strong foundations already in place by creating a dedicated Digital, Technology and Data Directorate. This investment reflects our belief that technology, data and digital capability will

be increasingly important enablers of our future strategy and impact. It is an opportunity to bring together talented teams, create a shared vision and roadmap, and ensure we have the leadership, infrastructure and capability required for the next stage of our development.

The new Directorate brings together three existing functions:

IT (2 roles)

Charity Data (6 roles)

Clinical and Operational Data (4 roles)

These teams currently sit in different parts of the organisation and have developed strong expertise within their respective areas. The opportunity now is to create a more integrated approach, balancing the immediate needs of the organisation with longer-term strategic ambitions.

Like many medium-sized charities, our digital and technology landscape has evolved organically over time. We have good foundations in place and talented people across the organisation, but we recognise that our current infrastructure, data architecture, governance arrangements and digital capability are not yet at the level required to fully realise the ambitions of our 15-year strategy.

This role is therefore not about inheriting a fully mature function. It is about helping us take the next step in our evolution, creating the foundations, capabilities and roadmap that will enable future innovation and impact.

About the Role

Reporting directly to the CEO, the Director of Digital, Technology and Data will lead a newly created directorate bringing together the charity's IT function, Clinical and Operational Data Team and Charity Data Team under a single strategic leadership structure.

The Director of Digital, Technology and Data is an investment in the capability that underpins future clinical excellence, research, innovation and patient outcomes. The role will help the charity make better use of data, technology and digital capability to improve decision-making, strengthen operational performance, support research and innovation, and ultimately improve outcomes for the patients we serve.

The successful candidate will join at the beginning of our digital, technology and data journey, with the opportunity to shape the vision, strategy, operating model and roadmap for a function that will become increasingly central to the organisation's future success. They will bring together teams that have historically sat in different directorates, creating a coherent and integrated approach to technology, digital transformation, data and organisational insight.

For London's Air Ambulance Charity, "digital" encompasses the systems, tools, processes and capabilities that connect people, information and services across the organisation. This includes staff productivity and collaboration tools, supporter and customer-facing digital services, data platforms, reporting and analytics, automation, digital workplace capability and the use of emerging technologies to improve organisational performance and outcomes.

The successful candidate will demonstrate the judgement to balance foundational improvements with strategic innovation. They will know when the organisation needs investment in core infrastructure, governance and capability, and when it is appropriate to introduce new technologies that create measurable value. They will avoid both excessive caution and innovation for innovation's sake.

While the first phase of this role will focus on building capability and increasing digital maturity, the longer-term opportunity is significant. The successful candidate will help position London's Air Ambulance Charity to take advantage of developments in artificial intelligence, automation, advanced analytics, digital health technologies and emerging innovations within healthcare, emergency services and the wider charity sector.

However, we are realistic about our starting point. Over the first 12-18 months, success is likely to be defined less by innovation programmes and more by establishing the foundations on which future innovation can be built. Early priorities are expected to include:

- developing the organisation's first integrated Digital, Technology and Data Strategy and roadmap;
- bringing together teams into a cohesive directorate;
- strengthening technology infrastructure, resilience and cyber security;
- improving data governance, quality and accessibility;
- clarifying priorities and investment decisions;
- establishing operating models and governance arrangements;
- increasing organisational digital and data maturity.

We are looking for someone who is excited by the long-term opportunities but equally comfortable undertaking the practical and hands-on work required to create strong foundations.

Beyond these foundations, the role will be responsible for helping the organisation explore and realise the opportunities offered by data, digital innovation, automation, artificial intelligence and emerging technologies. Working alongside clinicians, researchers, operational teams, fundraisers and external partners, the Director will help identify where technology can create measurable value, improve decision-making, strengthen research capability, enhance supporter engagement and contribute to better patient outcomes.

As a newly established function, this role requires both strategic vision and a willingness to be hands-on. The successful candidate will be equally comfortable discussing long-term digital maturity with Trustees as they are helping teams solve practical technology and data challenges. They will know how to balance ambition with pragmatism, ensuring that investment is carefully prioritised and aligned with the realities of a medium-sized charity. Working closely with fellow Directors, Trustees, clinicians, NHS partners, academic institutions, technology providers and the wider emergency services community, the Director of Digital, Technology and Data will play a critical role in helping London's Air Ambulance Charity become a more digitally mature, data-enabled and future-focused organisation.

Success in this role will not simply be measured by the technology that is implemented, but by the capability, confidence and capacity that is built across the organisation to support our mission for years to come.

Operating at a strategic level, you will:

- Shape and deliver the organisation's digital, technology and data vision, strategy and roadmap, ensuring investment and capability are aligned to the charity's long-term strategic ambitions and future needs.
- Lead the development of a digitally enabled, data-informed and technology-supported organisation, building the infrastructure, governance, skills and culture required to increase organisational maturity and unlock future opportunities.
- Ensure technology, digital and data capabilities operate as strategic enablers of organisational success, working alongside fundraising, clinical, operational and corporate leaders to deliver improved patient outcomes, supporter engagement, operational effectiveness and organisational sustainability.
- Provide inspirational leadership to the Digital, Technology and Data Directorate, creating a high-performing, collaborative and customer-focused function that delivers organisational value and sustainable impact.
- Champion collaboration and partnership across the organisation and with external stakeholders, including healthcare, emergency service, academic, research and technology partners, to strengthen innovation, learning and organisational effectiveness.
- Contribute as a member of the Directors Group to organisational leadership, governance, culture and performance, ensuring technology, digital and data considerations are embedded within strategic decision-making and future planning.

Responsibilities

Digital strategy

- Develop and implement an integrated digital, technology and data strategy.
- Lead major digital transformation initiatives across the organisation.
- Ensure technology investment supports organisational priorities and delivers measurable value.



- Identify opportunities to improve efficiency, effectiveness and user experience through digital innovation.
- Promote a culture of innovation and continuous improvement.

Technology and information systems

- Lead the development, maintenance and resilience of the organisation's technology infrastructure and systems.
- Ensure the delivery of reliable, secure and high-quality IT services across the charity.
- Oversee cyber security, information security and business continuity arrangements.
- Ensure technology services remain fit for purpose, scalable and aligned with organisational needs.
- Lead relationships with technology suppliers, partners and service providers.

Data and insight

- Lead organisational data governance, quality, integrity and compliance frameworks.
- Develop, alongside Data owners, a coherent organisational approach to data management and analytics.
- Ensure effective collection, management and analysis of clinical, operational and charity data to provide a basis for insight for the data owners.
- Promote organisational data literacy and support data owners to use data confidently and effectively.
- Use insight and evidence to support strategic and operational decision making.
- Develop data capabilities that support fundraising, supporter engagement, patient outcomes, organisational performance and impact measurement.
- Enable improved data sharing and collaboration with partners and stakeholders.

Research, innovation and strategic development

- Support the strategic ambition to strengthen research, education and innovation through appropriate data, technology and digital infrastructure.
- Ensure technology and data capabilities support research programmes, patient outcome evaluation and organisational learning.
- Evaluate emerging technologies and innovations that may enhance organisational effectiveness and impact.
- Support the development of future digital capabilities aligned to the charity's long-term strategic ambitions.

Future Capability and Innovation

- Develop a long-term Digital, Technology and Data roadmap that balances foundational capability building with future innovation opportunities.
- Horizon scan emerging technologies, including artificial intelligence, automation, advanced analytics and digital healthcare innovations, assessing their relevance and potential application.
- Build and maintain strategic partnerships with healthcare, emergency service, research, academic and technology organisations to accelerate innovation and organisational learning.



- Develop the organisation's digital maturity and data capability, creating a culture where colleagues are confident using technology and data to inform decisions and improve outcomes.
- Identify opportunities to responsibly leverage AI and intelligent technologies to improve productivity, insight generation, operational effectiveness and supporter experience.
- Ensure innovation activity is aligned with organisational priorities, available resources and the charity's mission and values.

Governance and risk

- Act as the executive lead for cyber security, information governance and technology risk.
- Ensure compliance with GDPR, Data Protection legislation and relevant information governance standards.
- Support organisational risk management processes and maintain appropriate controls relating to data and technology.
- Prepare reports, business cases and strategic recommendations for Directors Group, Trustees and Committees as required.

Leadership and people management

- Lead and evolve the organisation's Digital, Technology and Data capability, ensuring it operates as a strategic enabler that supports the delivery of clinical, operational, fundraising and corporate priorities.
- Act as a trusted strategic advisor to Directors, Heads of Team and Trustees, helping leaders identify how digital, data and technology can accelerate the delivery of organisational objectives and improve outcomes.
- Lead, motivate and develop the people in the Digital, Technology and Data Directorate.
- Build a high-performing and collaborative culture across technology and data functions.
- Effectively recruit, line manage and develop staff in line with organisational policies and good people management practice.
- Foster strong collaboration across directorates and with external partners.
- Role model the charity's values and expected leadership behaviours.

General

- Deliver all aspects of this role in accordance with the charity's Equality, Diversity Inclusion and Belonging policies.
- Actively promote and demonstrate the charity's values of Compassionate, Courageous and Pioneering.
- Undertake any other duties commensurate with the seniority and scope of the role.

Key Relationships

Internal

- CEO
- Directors Group

- Heads of Team
- Clinical and Operational Data Team
- Charity Data Team
- Trustees
- Staff across all departments

External

- Barts Health NHS Trust
- London Ambulance Service
- Academic and research partners
- Technology suppliers and consultants
- Data and digital sector networks
- Regulators and external advisors

Person Specification**About the Person**

You will be an inspiring and strategic leader, builder and change agent, with experience of helping organisations improve their digital, technology and data capability.

You will be comfortable working in environments where there is significant opportunity, but where the foundations are still developing. You will know how to balance long-term ambition with short-term pragmatism, building trust and credibility through delivery while creating a compelling vision for the future.

You do not need to be the deepest technical expert in every area of the portfolio. However, you will bring sufficient breadth and leadership experience to unite specialists, prioritise investment, make informed decisions and create an environment in which technology, digital and data capabilities can flourish in service of organisational outcomes.

You will combine strategic vision with strong operational leadership, and understand how digital innovation, information management and analytics can support organisational performance, service excellence and long-term strategic ambitions.

You will be collaborative, influential and able to build strong relationships across diverse stakeholder groups.

Essential Qualifications

- Degree-level qualification or equivalent experience.
- Relevant professional qualification in digital, technology, information management, data, change or leadership disciplines, or equivalent senior-level experience.
- Evidence of continuing professional development.

Knowledge and Experience

Essential

- Significant senior leadership experience delivering technology, digital, data, transformation or business change programmes within a complex organisation.
- Experience developing and implementing organisation-wide digital or technology strategies.
- Experience leading multidisciplinary technology and data teams.
- Proven track record of delivering complex organisational change and transformation programmes.
- Proven experience of building, maturing or integrating digital, technology, data or transformation capabilities within a growing or evolving organisation.
- Significant experience overseeing data, information, digital or technology functions and using data and insight to support strategic decision-making.
- Experience supporting research, innovation, education or evidence-led improvement programmes through technology, data or digital capability.
- Experience overseeing cyber security and information governance.
- Experience of leading organisation-wide initiatives that require collaboration across multiple business functions and stakeholder groups.
- Experience of working with Boards, Trustees and senior stakeholders.
- Experience building strategic partnerships and collaborative relationships across organisational boundaries.
- Experience managing significant budgets, contracts and supplier relationships.
- Strong understanding of the role of data and digital technology in driving organisational performance and strategic decision making.
- Strong understanding of equality, diversity and inclusion principles.

Desirable

- Charity sector experience.
- Experience working across healthcare, research or public benefit sectors.
- Experience assessing or implementing emerging technologies, digital innovation, automation, artificial intelligence or advanced analytics solutions.
- Experience supporting research, innovation or evidence-led improvement activities through technology, data and digital capability.
- Knowledge of fundraising, supporter engagement and CRM data environments.
- Experience of working within data-rich operational or clinical environments.

Skills and Personal Attributes

- Strategic thinker with the ability to translate vision into delivery.
- Outstanding leadership and people management skills.
- Demonstrates exceptional ability to build credibility with non-technical stakeholders and translate technology opportunities into organisational value.
- Excellent communication and presentation skills.
- Ability to assimilate complex information and make sound strategic recommendations.



- Comfortable working in ambiguity and balancing strategic ambition with pragmatic delivery, particularly within resource-constrained environments.
- Strong commercial awareness and judgement.
- Ability to balance innovation with risk management and governance.
- Collaborative leadership style, working across organisational boundaries.
- Demonstrates integrity, credibility and resilience.
- Strong commitment to organisational values and purpose.

Other

- Willingness to work flexibly to support organisational priorities.
- Willingness to attend evening Board and Committee meetings as required.