

**St John
Ambulance**



**Chief Business
Officer**



Starfish

Welcome

Dear Applicant,

The ubiquity of the St John brand, and our rich history, give us a wonderful platform to build on as we continue to restore, consolidate and expand our organisation. Through our market leading First Aid Training business, we already work with the Government and HSE to set national standards for First Aid. We have unprecedented reach, delivering over one third of all First Aid training in the UK. Our authenticity as the market leader is built on our deep commitment to social impact. The scale of our activity – and warmth for our name – gives us huge presence through, for example, our community of 30,000 brand ambassadors.

We are rebranding the division that oversees all of St John's commercial activity and which includes over half of our employees. As Chief Business Officer, you will be a steadying hand as we continue to ensure business continuity in a post-Covid world. Far beyond this, however, you will shape and lead an ambitious commercial expansion strategy that will help us deliver better surpluses through better business and product development.

Success in this role will require deep experience of senior leadership gained within another large, comparably complex commercial directorate. While you may be working in any sector now, experience within an organisation of comparable presence, scale, complexity and stakeholder exposure will be important. You will ideally have worked within another not for profit organisation, or directly with the Sector, and will understand how we can leverage our market leading position to access emerging markets like mental health. St John is also at the start of an ambitious journey of digital transformation and you will ideally bring recent personal experience of delivering or supporting this kind of change elsewhere.

We are offering an outstanding opportunity to lead a high performing, well connected and supportive team within a respected household brand. Not only will you be spearheading significant expansion, with all the enhanced impact that brings, but you will also be able to influence our business activity across St John's international community in 42 countries worldwide. We are looking for someone who is visionary, values-driven and collaborative. Confident, clear and committed, you will be someone who can balance sharp commercial instincts with a compassionate and emotionally intelligent leadership style.

Find out more about us at www.sja.org.uk If you believe you might have what we are looking for then we very much look forward to hearing from you.

Martin Houghton-Brown
Chief Executive



Role Description

Summary

This position is required to provide strategic leadership of business development for the £50m turnover St John Ambulance social enterprises and in particular the leadership of the nation's leading supplier of Workplace Training for First Aid, Health, Safety and Resilience.

The post holder will be a leader who understands the value of this most trusted of national brands and who can grow market share, increasing income through digital transformation and product development, along with excellent planning and oversight of all St John social enterprises, including St John Supplies.

The post holder will be relentlessly focussed on customers and responsible for agreed revenue and income targets and KPIs, taking a lead on implementing, reporting on and reviewing the strategic business development across the charity in order to drive revenue and increase St John's market share and brand value.

As part of the Executive Leadership Team, the role requires experienced, proactive and positive divisional leadership which drives performance and growth in line with St John values and its distinctive offer to volunteers, communities and civil society.

The post holder may come from any sector background but will demonstrate how they can translate their existing knowledge and experience into sector-specific understanding of workplace training, and operating as a social enterprise within the charity sector.



Role Description

Main responsibilities

1. Develop and deliver ambitious and effective business plans which achieve realistic and meaningful goals.
2. Provide leadership in delivering increasing revenue surpluses to fund St John's charitable work.
3. Manage partnerships, mergers and acquisitions that build market share and product development within the social enterprises.
4. Lead on digital transformation within the division ensuring that St John social enterprises demonstrates digital maturity in particular through the delivery of the customer contact centres.
5. Ensure effective business information and customer insights are managed, reported on and used to analyse and manage St John social enterprises.
6. Manage divisional budgets, ensuring financial effectiveness and utilisation of resources in a cost-effective manner.
7. Manage the Business Division, ensuring full and open inter-divisional working to fulfil St John's charitable mission.
8. Engage and involve St John People in problem-solving and organisational development activities to improve the business and make it a better place to work and volunteer.
9. Ensure St John is leading on intellectual capital in First Aid, being central to the Health & Safety Executives expert group, sharing best practice and continuous improvement to enhance St John's commercial position.
10. Provide leadership in business development and commercial marketing across the charity and provide strategic support to the commercial elements of Community Operations.
11. Maintain effective internal and external communications.
12. Champion and exemplify compassionate leadership and St John values.

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.



Person Specification

Please respond directly to the criteria listed under Knowledge and Experience in your supporting statement. Criteria listed under Parts Two and Three will be further tested at interview for selected candidates.

Part One

Knowledge and experience

- Substantial experience of senior leadership gained within a large customer-focused and values-driven organisation of comparable scale and complexity.
- Excellent track record of successful business leadership commensurate with the requirements of a £50m+ organisation; it is likely that you will have worked in another large commercial directorate at a senior level.
- Broad and deep understanding of current trends and how these can be harnessed to develop and grow businesses; experience of having led, or contributed directly to, digital transformation within a business setting would be a significant asset.
- Appreciation of the role of media, marketing and brand in driving business growth.
- Experience of representing organisations to others at the most senior levels, along with experience of working with similar stakeholders; experience of working within, or directly with, not for profit organisations will be important.

Part Two

Skills and abilities

- Outstanding leadership and team-building skills, with the capacity to engage, inspire and win hearts and minds, and to involve staff who have been through change.
- Ability to set and lead a large division to deliver ambitious but attainable targets.
- Excellent diplomatic, influencing and negotiating skills and can secure trust and confidence immediately.
- Agile, flexible and able to respond proactively to a changing environment.
- Ability to balance sharp-edged commercial demands with a compassionate and emotionally intelligent leadership style.

Part Three

Leadership style and personal attributes

- An energetic, dynamic and inspirational style of leadership.
- Positive and motivated style and is a strong partnership worker and alliance-builder.
- Entrepreneurial and opportunistic in approach to the creation of new business and poised to take the charity forward with fresh and innovative ideas.
- Makes connections and identifies leverage quickly.
- Influential role model for St John's values.



Terms of appointment

- Salary** This role attracts a salary of circa £115,000. More may be available for an exceptional candidate. Starting salary will be dependent on experience.
- Location** The role can be based anywhere in England but you must be available and willing to travel to London frequently.
- Annual leave** For employees working five days per week, the annual leave entitlement is 25 days plus eight bank holidays. After three years' service it rises to 27 days and after five years it rises to 30 days. You can carry up to five days' leave into the following year and you can also buy or sell up to one week of annual leave.
- Private healthcare** The organisation will pay for private health cover (currently with BUPA) for senior managers. The employees may also buy cover for their immediate families.
- Pension** A minimum contribution level from the employee of 4% of monthly pensionable earning and employer will contribute an additional 4%. There is an option to increase your contributions to 5%, in which case the employer will contribute 5%.
- Wellbeing** A range of benefits including: employee assistance programme, wellbeing zone, gym discounts, cycle to work scheme, shopping, travel and cinema vouchers, financial education & assistance.



How to apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact Juliet.Taylor@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/sja-chief-business-officer/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides).
- a short supporting statement (maximum two sides) that sets out why you are interested in joining our organisation, and in this role.
- we would be grateful if you would also tell us your current salary details and any dates when you are not available to attend interview.

Search closes	Monday 28th September 2020
First stage interviews	w/c 5th October 2020
Agreement of the shortlist	By end w/c 12th October 2020
Due diligence and informal meetings	Immediately following agreement of the shortlist
First round final panel interviews	From w/c 19th October 2020
Second round final panel interviews with staff engagement event	From w/c 26th October 2020



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NURSE

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