



St John
Ambulance



**Chief Experience
Officer**

Welcome

Dear Applicant,

Thank you for your interest in this appointment. 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.

St John Ambulance is a significant and complex charity operating in a leading position in a modern and competitive world. Turning over around £100m annually, we respond to health emergencies, support communities, and save lives – relying on public donations to do so. Since the onset of Covid-19, we have provided over 1,000,000 hours of volunteer support to the NHS, on ambulances, in communities and caring for Covid-19 patients in hospitals as well as partnering with the NHS in vaccinating the nation.

As our journey of growth and cultural change continues we are seeking two talented new colleagues to join our senior team. Reporting to the Chief Executive Officer, the Chief Experience Officer is a new appointment providing leadership to our network of functions that work together to deliver the experience for all of St John's people, supporters and customers. The role connects the experience of our people and the public to drive our visibility and credibility and ensure more people feel strong affiliation with St John and are inspired towards action.

In this substantial strategic leadership post, you will inspire a deeper connection to St John Ambulance and The Order of St John, putting people in touch with our mission and values – past, present and future. You will ensure that our partnerships grow in strength, number and value. Through our communications, fundraising and Priority partnerships – and with our new People & Culture Director – you will be leading one of Britain's most trusted charity brands to deliver for a safer more resilient society where the widest diversity of St John people feel that they can play their part.

You will be a creative, results-driven thinker with outstanding interpersonal skills, who can ensure all our external facing activities inspire trust and confidence in St John and build engagement. You will already know what it takes to ensure the experience of St John people including staff, volunteers, donors and supporters aligns with expectations built through our brand positioning.

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



About St John Ambulance

The Order of St John is an international family of charities whose mission is to lead globally in first aid and medical responses to community healthcare needs. St John Ambulance is the nation's leading first aid training organisation, helping members of the public gain the skills that help them save lives where they live and work. We run one of the most successful training businesses in the UK, operating as a social enterprise within the charity's governance. We proudly educate over 800,000 people annually and turn over £50m in enterprise income each year.

Our employed ambulance crews are in action, day-in, day-out delivering vital patient transport and acting as back up to the NHS ambulance service. From our vibrant youth programmes to our world-class training, we empower people of all ages with lifesaving skills and the confidence to use them, every day. 2022 will mark our 100th anniversary of training young people, through our Cadet programme, in essential first aid skills, giving them the confidence to save lives.

Since 2020, we have been a leading player in the fight against the Covid-19 pandemic with more than 5,000 St John people having given their time to the front line supporting local communities and the NHS, providing ambulances and crew, supporting the delivery of care in hospitals and providing logistics to ensure supplies of equipment. More recently, we have recruited and deployed 27,000 volunteers as part of the Covid vaccination programme, representing the largest ever peacetime event for the charity.

Close to 50,000 volunteers and 1,600 employees are involved in providing and supporting St John's charitable services. St John Ambulance is a leading provider of youth services with over 10,000 young people engaged in a range of programmes from age 6-18. We are also active in a number of Universities with many hundreds of students participating in our student programmes.

Our charity proudly provides first aid and medical services at thousands of public events, from the London Marathon and Premier League football to the village fete and county shows. We are also a major commissioned provider of 24/7 ambulance support to NHS trusts as well as specialised services such as neo-natal transport.

Find out more

To find out more visit <https://www.sja.org.uk/>



Role Description

Role title Chief Experience Officer

Reports to Chief Executive Officer

Main accountabilities of the role

- Develop a strategy to drive connections and growth across our key audiences, working towards a 10-year vision of our impact in communities.
- Champion a vision for audience / user-led strategy that leverages insights and co-creation, working in close collaboration with the Intelligence and Operations Networks.
- Lead the Experience network's team of subject matter experts in fundraising, communications, marketing, people & volunteer experience and heritage to ensure opportunities are maximised and there are integrated experiences across the organisation regardless of where people start their journeys.
- Through leadership of the Experience network, ensure St John becomes a place for everyone to belong, built on inclusive, connected and high-quality experiences for all our audiences, staff and volunteers.
- Ensure growth of St John's public recognition and fundraising, improvements in volunteer experience and culture and our heritage strategy - all integrated with positive and genuine experience for all stakeholders.
- Build strong relationships with trustees to provide and build on the highest-level assurance and governance to strengthen experience across the charity.
- Through leadership of experts and via the board committee structure ensure compliance with all legal and policy standards regarding fundraising, communications, marketing, people and volunteering, and heritage.
- Support the development of St John's culture – providing welcoming, connected and celebratory leadership as both a line manager and board member.
- Facilitate effective relationships and engage with other stakeholders in the Charity Leadership Team.
- Maintain excellent external relations that ensure St John is well connected to key strategic partners and informed and at the forefront of customer and supporter experience, culture & heritage, people & volunteering development.
- Act as a guardian of St John for future generations, making future focused decisions and advocating for the preservation of our rich history.
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.



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

- An experienced leader of people and change with clear evidence of knowledge and understanding of leading scaled change with volunteers.
- A proven board-level leader, with an outstanding record of achievement, in a charitable, not-for-profit or voluntary sector setting.
- An experienced leader of positive customer and stakeholder experiences.
- Proven track record in leading at a senior level on internal engagement, learning and development.
- Proven experience of working with volunteers, fundraising and communications & marketing.

Part two

Skills and abilities

- Highly skilled in unifying functional strategies, communications, and messaging, working at a strategic level.
- 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.
- Excellent diplomatic, influencing and negotiating skills and secures trust and confidence immediately.
- Strong and engaging presentational skills.
- Excellent organisational and problem-solving skills – you know when to get involved and when to enable and empower others.
- Agile, flexible and able to respond proactively to a changing environment.

Part three

Leadership style and personal attributes

- Positive leadership style and an active leader and champion for our values; comfortable leading within a networked environment and under their own initiative.
- An energetic, dynamic and inspirational style of leadership with an emotionally intelligent leadership style.
- Strong partnership worker and alliance-builder.
- Makes connections and identifies leverage quickly.
- Influential role model for St John's values.



Terms of Appointment

Salary	This role attracts a salary of up to £125,000. 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.
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%. We are in the process of increasing pension contributions to a maximum of 8% + 8%. This should be in place early in 2022
Wellbeing	A range of benefits including: employee assistance programme, wellbeing zone, gym discounts, cycle to work scheme, shopping, travel and cinema vouchers, financial education and assistance.



How to Apply

To make an application, please go to <https://starfishsearch.com/jobs/sja-chief-exp-off/> 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.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: Friday 3rd December 2021.

Longlist confirmed	By 9th December 2021 (please note that you may be asked to attend interview by Zoom at short notice)
Preliminary interviews	10th December & w/c 13th December 2021
Shortlist meeting	16th December 2021
Informal meetings and stakeholder events	w/c 3rd January 2022
Final formal interviews	13th January 2022

