



**St John**  
Ambulance



**Director of People  
& Culture**

# 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 Director of People & Culture will lead the development of our people and culture by creating a positive, inclusive and psychologically safe environment through our policies, systems and behaviours. The role is to lead on the design of our People & Culture Strategy, ensuring expert advice around HR, safeguarding, talent management, reward and recognition and diversity and inclusion for all St John people. You will also be trusted to provide the CEO and Executive Committee with valuable insight with regard to progressive leadership approaches.

You will be managing projects while acting as a central point of contact for St John. We are therefore looking for a flexible, creative and results-driven thinker. You will be an excellent problem solver and someone who possesses outstanding interpersonal and relationship skills. You must be CIPD qualified, or hold a relevant degree for this senior professional appointment. We are also looking for a track record of operating at a senior level and of providing strategic HR advice to executive teams and Boards. You will already have helped to develop and deliver major workforce strategies, ideally at scale.

Cultural sensitivity and emotional intelligence will be essential qualities for this role and you will be both self-aware and resilient. In return for your skills in shaping and leading cultural change, we are offering a rare chance to come and help us drive a truly progressive and dynamic people agenda.

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** Director of People & Culture

**Reports to** Chief Executive Officer

## Main accountabilities of the role

- Design and set an agile people and culture strategy that is aligned to the charity's strategy and supports future growth.
- Provide inspirational leadership for the people function, ensuring a programme of professional support and development to enable innovation, develop expertise and engage all St John people in being part of the St John workforce.
- Champion and exemplify compassionate leadership and St John values.
- Engage, involve and empower St John People in problem-solving and improving the organisation.
- Manage the Head of HR and ensure they provide high quality and effective HR business support to the charity's employees and volunteers and ensure effective responses on significant people issues so that stakeholders can make sound and proper decisions.
- Manage the Head of EDI and ensure St John progresses on its journey to be an inclusive and diverse workplace representing the communities we serve.
- Manage the Head of Leadership Development, ensure the offerings are contemporary and of high quality and that St John people are engaged in their own development and learning.
- Manage the Head of Safeguarding and ensure that St John follows best practice in working with children and vulnerable adults.
- Manage the Head of Volunteer Experience and ensure that programmes are in place and are adding value to the volunteer experience.
- Lead the development of the systems, policies and processes that promote psychologically safe working environments, positive meaningful cultural behaviours, corporate discipline and conduct, and problem-solving approaches to influence and deliver positive outcomes for all.
- Provide expert HR and employment advice and support to the Chief Executive Officer, Executive Committee and relevant Board Committees of the Board of Trustees to ensure the implementation of appropriate, robust and sustainable HR policies and procedures.
- Manage the HR Business Partners and ensure they provide high quality and effective HR business support to the charity's employees and volunteers and ensure effective responses on significant people issues so that stakeholders can make sound and proper decisions.
- Lead the continuous improvement of: employee and volunteer HR policies and practices which position St John as a positive and safe place to work and volunteer; the development and implementation of sound and appropriate systems of reward, recognition and performance development.
- Provide oversight for Leadership and People Development, including the effective engagement of St John people in their own development and learning.
- Oversee safeguarding and best practice in working with children and vulnerable adults including the line management of the Head of Safeguarding.
- Lead the development and delivery of innovative workforce skills and talent acquisition and development to underpin and support the delivery of our strategic objectives across both our employed and volunteer workforce.
- Commission and direct research, analysis and advice on trends based on available workforce data and research to derive evidence-based workforce planning strategies.
- Develop strong and effective relationships across the charity through chairing the national employee forum and engaging with the Charity Leadership Team.



# 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**

- Holds a CIPD qualification or equivalent relevant degree.
- Strong track record of operating at a senior level to provide strategic HR advice to executive teams and boards.
- Relevant experience, underpinned by deep professional knowledge, of developing complex workforce strategies.
- Undisputable track record of leading or being heavily involved in the planning and implementation of organisational change strategies.
- Extensive track record of leading people-related functions in large and complex organisations.

## **Part two**

### **Skills and abilities**

- Highly skilled at leading cultural change and embedding practices that drive a progressive and dynamic people agenda.
- Effective organisational and problem-solving skills.
- Outstanding diplomatic, influencing and negotiating skills to secure trust and confidence.
- Ability to communicate with and present convincingly to communities throughout the organisation.
- Outstanding leadership and team-building skills with the capacity to engage and inspire.

## **Part three**

### **Leadership style and personal attributes**

- Emotionally intelligent leadership style; open to feedback and learning.
- Comfortable addressing and challenging behaviours.
- Culturally and emotionally intelligent and is self-aware.
- Personally resilient.
- Role models a values-driven approach.





# Terms of Appointment

<b>Salary</b>	This role attracts a salary of up to £100,000. More may be available for an exceptional candidate. Starting salary will be dependent on experience.
<b>Location</b>	The role can be based anywhere in England but you must be available and willing to travel to London frequently.
<b>Annual leave</b>	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.
<b>Pension</b>	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.
<b>Wellbeing</b>	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-director-people-culture/> 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 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	w/c 3rd January 2022
Shortlist meeting	10th January 2022
Informal meetings and stakeholder events	late w/c 10th January 2022
Final formal interviews	w/c 17th January 2022

