



CHIEF MARKETING AND FUNDRAISING OFFICER

JOB & PERSON SPECIFICATION

DECEMBER 2025

Job and Person Specification



Position Title:	Chief Marketing and Fundraising Officer
Department / Function:	Executive
Reports to:	Chief Executive Officer
Award/Common Law	Common Law
Classification – Grade:	NA

About St John Ambulance South Australia

St John SA's vision is to create a safe, supported, engaged and resilient South Australian community.

Our mission is to ensure the wellbeing of all South Australians is improved through St John SA's delivery of innovative, client centred, and evidence-based health, community and educational products and services. All of our work is underpinned by a professional network of volunteers and staff.

Our work in local communities encompasses health services, social connection programs, youth programs, first aid training and product sales, and supporting people during times of disaster – including bushfires and floods.

St John SA acknowledges and pays respect to Australia's Aboriginal and Torres Strait Islander Peoples, the traditional custodians of the lands, waterways and skies across Australia.

Position Summary and Requirements

The role is accountable for customer satisfaction, loyalty and advocacy along with leading and ensuring implementation of the short and long term profitable growth strategy and activities (acquiring new customers and revenue streams).

The role is responsible for facilitating ownership of customer experience excellence throughout St John SA and ensuring alignment to strategic customer segments' expectations and goals, for seamless experience that sustains growth. As technology evolves, this role will ensure St John SA is positioned to ensure relevant, intuitive user interactions and improved useability.

Leading the growth program, this role increases revenues by acquiring new customers through targeting customer markets and leads a proactive business to business partnerships.

The role will guide the fundraising strategy and creative execution and delivery including the lottery.

Key Relationships

Number of Direct Reports:	<ul style="list-style-type: none">• Manager Marketing and Communications• Manager Lottery• Manager Fundraising
Key Internal Relationships:	<ul style="list-style-type: none">• Chief Commercial Officer• Product and Sales teams• Commercial Training team• Health and Medical Services team• Community Services team
Key External Relationships:	<ul style="list-style-type: none">• Donors, sponsors, regular givers and bequeath• Existing and prospective business partners and agencies• Media• St John Australia

Core Functions	Scope of Work
Strategy	<ul style="list-style-type: none"> • Actively contribute to the financial and strategic performance of St John. • Safeguard and enhance St John's reputation with stakeholders. • Actively contribute to the effectiveness and cohesion of the Executive team. • Proactively support the CEO to achieve organisational objectives goals and outcomes.
Fundraising	<ul style="list-style-type: none"> • Develop, coordinate and implement St John's fundraising strategy. • Present robust business cases for fundraising campaigns. • Establish and build a funding base by developing an integrated fundraising program which generates budgeted income working in consultation with key internal and external stakeholders in: <ul style="list-style-type: none"> ◦ Developing and implementing a philanthropic strategy and pursuing initiatives to encourage philanthropic support. ◦ Identifying and researching prospective major sponsors and donors for campaigns. ◦ Developing the Case for Support. ◦ Developing specific funding proposals for prospective major donors. ◦ Actively engaging and managing relationships with prospective major donors including soliciting them for support. ◦ Planning and managing fundraising events if appropriate. ◦ Establishing and maintaining a bequest program. ◦ Ensuring that all major and prospective major donors are informed, updated and involved with appropriate events, functions and activities. ◦ Managing an auditable gift and receipting database. • Build a robust sponsor base by developing and maintaining key long-term relationships with sponsors and prospective sponsors. • Responsibility for the fundraising and marketing budgets. • Ensure compliance with all legislative and other legal requirements.
Lottery	<ul style="list-style-type: none"> • Develop a three-year lottery strategy and calendar. • Develop a property and procurement strategy. • Ensure clear accurate reporting is provided. • Ensure digital, website and other relevant technology underpinning lottery operations is fit for purpose and meets all electronic and financial security requirements. • Ensure a campaign strategy is in place for each approved lottery including financial return assessment and risk assessment. • Ensure campaign is consistent with broader St John branding. • Leverage relationships with media, major sponsors and other key stakeholders. • Undertake relevant market analysis. • Effectively engage with the Lottery sub-committee and manage governance requirements. • Manage relationships with call centre management. • Ensure legal and regulatory compliance. • Proactively engage with internal and external audit requirements.
Marketing and Communications	<ul style="list-style-type: none"> • Oversee the marketing and communications strategy that is aligned with growth goals. • Provide direction and leadership to the marketing function to enhance brand visibility and ensure effective communication of St John brand and reputation.

	<ul style="list-style-type: none"> • Lead the direction of the marketing team to create brand awareness and drive revenue through marketing initiatives and advertising campaigns. • Lead the strategic marketing direction and execution to ensure all physical locations and teams effectively represent St John's brand identity through consistent and impactful signage, visual branding, and marketing materials, driving a unified brand experience to enhance reputation and trust. • Lead strategic communications, including media, issues managements, public relations and community engagement. • Monitor media coverage and public sentiment, providing timely insights and recommendations to leadership. • Lead the digital marketing experience including website, digital advertising and social platforms to ensure ease of access and strong communication. • Engage stakeholders in meaningful relationships through two-way communication techniques, public relations activities and advertising. • Ensure a culture of ROI insights to ensure marketing spend is optimised. • Develop a collaborative working relationship with St John Australia. • Manage a customer relationship database to maximise customer relationship management, profiling, campaign management and customer loyalty. • Ensure effective internal communication to staff and members.
Customer Experience	<ul style="list-style-type: none"> • Develop and deploy the customer experience strategy, including characterisation of strategic customer segments. • Establish and roll-out the customer experience maturity roadmap for holistic management and incremental sophistication as internal capabilities increase and external expectations evolve. • Ensure that all leaders have a clear understanding of St John's vision and goals for customer experience excellence. • Work closely with other teams within St John to jointly embed and facilitate customer experience excellence ownership and alignment and facilitate ownership of their respective contribution including setting the customer experience goals. • Ensure central oversight of customer experience programs that including research and analytics, customer relationship management and customer success, customer service and business process improvement. • Develop an efficient portfolio of market and customer insights and analytics to provide an overview of St John's commercial and community reach. • Ensure St John remains at the fore of understanding the market and customer's expectations as they evolve. • Integrate customer feedback through St John to foster improved customer service. • Develop and deploy enhanced digital offerings to improve sales and customer experience.
St John SA Brand	<ul style="list-style-type: none"> • Oversee the development of the St John Brand strategy and ensure the integrity of the Brand is maintained. • Ensure the St John brand is supported with marketing strategy. • Lead a contemporary approach to excellence in brand strategy through brand positioning, brand development, brand values and close alignment with St John's customer value proposition.
Leadership	<ul style="list-style-type: none"> • Build and maintain strong stakeholder relationships through effective engagement, communication, and negotiation. • Monitor financial performance against strategic objectives and make timely adjustments to ensure alignment and success. • Develop and implement annual workforce management plans for core operational functions.

	<ul style="list-style-type: none"> • Provide ongoing coaching, feedback, and support to direct reports and teams, demonstrating a personal commitment to performance management. • Ensure all team members have focused and relevant development plans to enhance skills and improve performance in their roles. • Engage in regular self-development activities to maintain and enhance personal leadership capability. • Lead child safety efforts by upholding and promoting compliance with Child Safety Policies and Procedures across the organisation. • Actively demonstrate St John's values, including a commitment to reconciliation with First Nations peoples and participation in the implementation of the St John Reconciliation Action Plan. • Champion a strong and positive organisational culture that supports attraction and retention, including the strategic development of cultural frameworks, role modelling values-based behaviours, and supporting initiatives led by the Executive Leadership Team. • Foster a collaborative, innovative, and continuously improving work environment
Workplace Health Safety and Welfare	<ul style="list-style-type: none"> • Proactively address safety and child protection matters. • Ensure work station is kept safe and tidy • Undertake workstation self-assessment on an annual basis. • Champion safe and health work practices at all times, including reducing risk and hazards and contributing to legislative compliance across the business.

Knowledge Experience and Capabilities

- A strong background in customer and donor research and analytical techniques, strategy process improvement, human-centred design and performance management.
- Experience delivering campaigns and activations across all marketing channels.
- Proven ability to manage diverse efforts, synergies and ability to navigate ambiguity and change with an entrepreneurial mindset.
- Minimum of five years experience in senior marketing and fundraising roles
- Knowledge of fundraising CRM systems (working knowledge of Salesforce preferred).
- Demonstrated experience in working within a not-for-profit organisation operating in a competitive market
- Proven track record of successfully influencing an organisation in undertaking transformational change towards a culture of customer centricity.
- Experience effectively leading teams and individuals in alignment with the values and approach of St John.

Qualifications

- Tertiary qualifications in business, marketing, communications or related field.
- Master of Business Administration (desired).
- Hold Graduate Membership of the Australian Institute of Company Directors (or willingness to obtain).
- First aid qualification (minimum of Provide First Aid) (or willingness to obtain).

Essential requirements

- Current South Australian Driver's License
- At times of peak work demand, may be asked to participate in some after-hours work (or flexible working hours including requirement to work on weekends and after hours)
- Interstate/intrastate travel will be required
- Must be prepared to relocate within St John should the need arise
- It is a requirement that this position undertake and hold a National Police Certificate and a current Working With Children Check both of which are acceptable to St John SA prior to the commencement of employment. Continued employment is subject to the maintenance of satisfactory checks.
- Will be required to undertake Child Safe Environments training within the first six months of employment.



HOW TO APPLY

Applications including a cover letter and CV should be addressed to Andrew Reed and Justin Hinora.
Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call (08) 8100 8827.

Please Note

Your application will be automatically acknowledged by a return email.