

**St John**  
Ambulance  
Cymru



# Chief Executive Officer Recruitment Pack

The first aid charity for Wales  
Elusen cymorth cyntaf Cymru

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Registered in England and Wales. Charity number 250523. Company number 5071073.



## A message from our Prior

Thank you for your interest in this key role at St John Ambulance Cymru (SJAC), the first aid charity for Wales, which it is my privilege to lead as Chair of the Board of Trustees.

We are seeking someone with the energy, expertise, wisdom and commitment required to support me in leading the charity into its next exciting phase. An individual, who through their background and experience, can bring yet further diversity of thought and approach to the charity.

Like every organisation, SJAC needs an effective CEO that provides strategic leadership, overseeing the delivery of the charity's objectives and the upholding of its values.

The role of CEO will be instrumental in ensuring the successful delivery of the four main strategic priorities: outlined in our Strategy 2025 document:

- Increasing our impact: seeing more lives saved across Wales and supporting both physical and mental health in our communities.
- Developing a supportive learning culture, putting our people first, and embracing and increasing our diversity to better represent the communities we serve.
- Increasing opportunity to raise funds and diversify income streams to achieve our ambition to see more lives saved.
- Supporting the delivery of the St John Global Strategy, ensuring our commitment and responsibility to the achievement and delivery of the worldwide strategy is considered in all activity and decision-making.

The CEO will also be key in developing our next strategy for 2025 – 2030.

In many ways SJAC is a unique and complex organisation, which adds to the richness and rewards of this demanding role.

St John works in approximately 40 countries through independent Pories and Establishments which operate under the Order of St John and is working to deliver a Global Strategy to meet first aid and community health care needs. SJAC is also deeply committed to supporting the exceptional work of the St John Eye Hospital in Jerusalem and outreach clinics on the West Bank.

The Order of St John is a working order of chivalry, with His Majesty the King as Sovereign Head and His Royal Highness the Duke of Gloucester as the Grand Prior. The Order is founded on Christian principles and cares for the sick and the poor but is inclusive and open to those of all faiths or none.

Looking forward, I am keen to work closely with the new CEO and focus on leadership, values, financial stability, and support for the dedicated team of volunteers and staff of a charity which has supported people and communities across Wales for over a century.

SJAC is committed to providing an inclusive, supportive and flexible environment, so we welcome applicants from all backgrounds. We hope you will be interested in this key role and very much look forward to hearing from you. **Please see page 8 for more information on how to apply.**

Yours sincerely



**Paul Griffiths, OBE KStJ DL**  
Prior for Priority for Wales, and  
Chair of Board of Trustees

# Our Vision, Mission and Values

**Our vision is:**  
“First aid for  
anyone, anytime, anywhere”

**Our mission is:**  
“To save lives and enhance  
the health and wellbeing in the  
communities of Wales”

## Our values

We asked our volunteers and staff to highlight what’s important to them and looked at what we stand for and believe in, to agree this set of values. Everything we do is underpinned by these values. They reflect the work and culture of St John Ambulance Cymru that we’re so proud of.



### Trustworthy

We’re honest, reliable, relevant and transparent.



### Compassionate

We listen, understand and respond to people’s needs; showing kindness, empathy and respect at all times.



### Dedicated

We’re determined and passionate about our mission to support communities in Wales.



### Professional

We take pride in what we do. We’re able, responsive, people-centred and committed to being the best we can be.



### Inspiring

Through our actions we inspire others, so we lead by example and support people to reach their full potential.



### Inclusive

We value and welcome everyone equally, involving people of all ages and backgrounds in our work.



### Collaborative

We’re individuals committed to working together towards a common goal, continually sharing ideas and building positive relationships.

# Who are we?

St John Ambulance Cymru (SJAC) is an independent Priory within the Order of St John and is Wales' leading first aid charity. We've supported people and communities across Wales for over a century. We existed before the NHS in Wales and provided the earliest medical support to those who were sick or injured.

Despite our long and prestigious history, SJAC today is a modern, dynamic and performance driven organisation. Entirely self-funded, we not only rely on gifts and donations, we operate commercially in the provision of training and ambulance services.

We're supported in our charitable work by around 1400 highly committed, skilled adult volunteers, as well as having approximately 1100 children and young people (Badgers and Cadets), making us one of Wales' largest youth organisations, creating new generations of lifesavers and providing a gateway to care professions.

We work closely with Welsh Ambulance Services NHS Trust (WAST) and NHS Wales. Since March 2020, we've worked to increase our capacity and develop new innovative ways of working to assist and relieve the overwhelming pressure on the frontline and helped by continuing to provide care and support to people when they've needed it most.

We continue performing a major role in strengthening community resilience and ensuring people are trained in first aid so they can be the difference between a life lost and a life saved. We fulfil key front-line roles to support vulnerable people, in addition to offering the opportunity for people from all backgrounds to develop their personal skills and confidence to support our charitable and income generating services, whilst assisting their own career development.

We maintain our reputation as being the leading organisation to deliver first aid training to both commercial businesses and in community settings including schools throughout Wales.

We also give support to the people of Wales through medical cover at events; community-based volunteer divisions; Falls Response Services and Community First Responders (CFR).

Our focus is developing new, innovative services to help us achieve our mission of saving lives and enhancing the health and wellbeing of communities in Wales.

We are undergoing an extensive and exciting programme of modernisation, encompassing a review of our existing services, financial and workforce models and we're keen to drive a culture aligned to our core vision and values to improve our overall people experience.

Our Strategy 2025 outlines our strategic priorities within which we will always strive for positive patient experience in all of our patient care. We're also developing clear and standard patient pathways to support and enhance positive patient outcomes and ensure that the patient continues to come first.



Mali Stevenson, Cadet of the Year 2023

# The Order of St John

St John Ambulance Cymru (SJAC) is part of something much bigger. We are an independent Priory of the Order of St John, which is a working Order of Chivalry of the British Crown and a modern organisation delivering first aid, healthcare and support services around the world.

The Order promotes physical, mental and spiritual health and resilience in more than 40 countries around the world, delivering its charitable activities through local St John.

Ambulance organisations, including our Priory in Wales, and the St John of Jerusalem Eye Hospital in Jerusalem.

The motto of the Order is “Pro Fide and Pro Utilitate Hominum” (For the Faith and in the Service of Humanity).

This underpins the work of St John worldwide, including here in Wales.

Each year St John organisations train more than 2 million people in first aid and other healthcare activities. Worldwide, we treat over 1.2 million and reach more than 2.5 million beneficiaries with our services.



“At its core, the organisation has a servant heart, concerned with the care and wellbeing of all in society and reflected in the selflessness and dedication of our volunteers and staff.”

Reverend Canon David Morris CstJ  
Dean and Trustee



# Who we need

St John Ambulance Cymru (SJAC) have ambitious plans in place and are seeking an outstanding individual to be our CEO, someone who will be a strong advocate for the charity and have the ability to help steer SJAC towards achieving its strategic priorities.

## Job details

**Job title:** Chief Executive Officer

**Accountable to:** Board of Trustees

**Responsible to:** Prior for Wales / Chair of Board of Trustees

**Responsible for:** Chief Operating Officer; Clinical Director; Chief Volunteer; Financial Controller; Head of HR; Head of Fundraising, Engagement and Communication; Executive Assistant

**Salary:** £95k - £115k (Flexible / hybrid working and compressed hours considered)

## Job Summary:

Bring inspirational leadership to ensure the whole organisation realises its full potential and has a clear strategic direction that will deliver short- and long-term financial stability, safe and sustainable growth of core charitable activities, and a culture of continuous improvement to enable the charity to evolve over time.

## Main duties and responsibilities

### Strategic Leadership

- Lead and shape the strategic direction of the organisation, refining and evolving the strategy over time in collaboration with the Board and through engagement with our people.
- Convey the strategic vision throughout the entire organisation and beyond, and lead the cultural evolution necessary to deliver that vision.
- Work in partnership with the Prior, the Board and the Leadership Team to determine strategic objectives for the organisation and drive delivery through effective business planning, monitoring key performance indicators, managing staff, developing volunteers and utilising resources.
- Build and evolve an organisational structure fit for purpose and robust enough for the future.
- Build a strong professional and strategic relationship with a range of stakeholders, including local authorities, health boards, WAST, Welsh Government and commercial customers.

- Chart a course through a changing landscape to sustain the organisation as the foremost charity provider of first aid training and out-of-hospital care and transportation.

### Financial Leadership and Risk Management

- Develop a rolling three-year plan for the organisation encompassing income, people, structures, property, fleet, divestment, investment, digital transformation and external stakeholder management.
- Work closely with the Financial Controller and the Leadership Team to ensure financial stability for the whole organisation by close monitoring to ensure delivery against critical financial and non-financial metrics to produce dependable surpluses and build reserves over time.
- Encourage an innovative, efficient and commercial approach while continuing to deliver the organisation's strong care and social objectives.

- Be responsible for a proactive and comprehensive approach to risk management across the organisation, addressing issues that have the potential for significant reputational harm or other adverse impact.



“St John Ambulance Cymru provides opportunities to anyone who wants to make a positive difference to their community.”

**Shereen Williams, Trustee**



## People and Culture

- Create a positive, enabling culture anchored in a growth mindset, and where high performance and success is celebrated.
- Oversee the external agenda, narrative and communication, including engaging with the media.
- Develop a high-performance culture that supports innovation, continuous improvement and high-quality services.
- Take overall responsibility for developing a culture and the right systems to ensure safeguarding.
- Ensuring the organisation takes a respectful inclusive approach to all and adopts an anti-racist stance.
- Lead and bring together all parts of the organisation across Wales, both paid and voluntary.
- Lead, develop and motivate a strong, high performance leadership team and ensure succession planning is embedded across the organisation. Invest in people to drive performance.
- Lead, inspire and empower volunteers and staff in their mission to help vulnerable people and save lives.
- Be a highly credible and effective ambassador for St John Ambulance Cymru and the Order of St John.

## Administration and Compliance

- Drive forward robust processes for performance management and monitoring.
- Ensure the organisation meets all of its legal, statutory and regulatory requirements.
- Ensure robust and effective governance throughout the organisation, ensuring full, accurate, transparent and appropriately digestible information is provided to those charged with governance.
- Ensure that SJAC fulfils its international role and responsibilities.
- Liaise with the Order’s Director of Ceremonies in preparing, planning and executing Order ceremonies in Wales and when requested attendance at Order national or international events.
- Prepare papers for and advise the Honours and Awards Committee on all aspects of the Order Honours and Awards system, including admission and promotion within the Order, Life Saving Medals and Service Medals.
- Be responsible for the process for the nomination of National Honours for members of St John Ambulance Cymru.
- Be responsible to the Prior for the administration of the affairs of the Order in Wales.
- Ensure the Order is compliant with the Royal Charter and Statutes of the Order and the Priory’s Articles, Regulations and Rules.

The nature of the job requires the Chief Executive to work flexibly including evenings and weekends on occasion to attend functions, events and meet volunteers, divisions and St John Councils across Wales, and travel further in the UK and abroad when required.

### **Essential:**

- Operated at Board level, in business, the public sector or the charitable sector, setting organisation strategy and leading teams to successfully deliver or exceed goals in complex environments.
- A record of outperformance, including generating strong profitable growth, people development and value creation.
- Experience of initiating, managing and delivering successful and sustained change in complex organisations.
- Inspirational leader who inspires confidence from colleagues, partners, suppliers, and stakeholders.
- A hands-on, commercially, and financially aware leader with the confidence, experience, and diplomacy to take an active position in ensuring SJAC future success.
- A leadership style that is simultaneously consultative, inclusive, incisive and authoritative.
- Capable of understanding and communicating effectively with all levels of the organisation, both employed and voluntary across Wales.
- A skilled communicator, influencer and ambassador, who will be politically astute and be skilled in building multiple stakeholder relationships with e.g. politicians, civil servants, leading public body partners.
- A strategic thinker, with a sound grasp of corporate and strategic planning.
- An in depth understanding of what is required to ensure an organisation adheres to the highest levels of corporate governance.
- Able to demonstrate the experience, knowledge and track record to ensure the organisation lives within its means, and delivers schemes and projects on time and within budget.
- Skilled at developing partnership working, building coalitions and strategic alliance.
- Understands the importance of on-going and effective internal communications with all staff and volunteers and delivers a culture of openness, transparency and shared common purpose.
- Understanding the importance of the Welsh language.

### **Desirable:**

- Experience in leading communication of the strategic vision, leading an organisational design and a cultural evolution necessary to deliver that vision.
- Demonstrable experience of public and corporate fundraising and running successful commercial operations.
- Good understanding of policy development in health and wellbeing, social care, education and the charity sector in Wales.
- Ability to speak / understand the Welsh language, or willingness to learn.

### **Education:**

- Educated to at least first degree level or equivalent.

### **Competencies and behaviours:**

- Approachable, authentic, demonstrating empathy and humility.
- A clear communicator: succinct, articulate, tactful and authentic in communication.
- Calm, measured and resilient when dealing with adversity.
- Passionate about St John Ambulance Cymru and its mission to help vulnerable people and save lives.
- Self-aware and capable of delivering and receiving constructive, candid feedback.
- Consistency in approach.



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## **Competencies and behaviours:**

- Willingness to take hard decisions in an informed, collaborative but decisive manner, having any resultant challenging conversations in a timely and effective manner to bring people on the journey.
- The successful individual is likely to be a thoughtful, strategic thinker whilst being comfortable to be involved in the delivery.
- Sensitive to the charity origins and its unique people model and therefore being able to foster the right balance between people, values and financial sustainability.
- A natural communicator, media trained and capable of being a powerful and passionate spokesperson and advocate for St John Ambulance Cymru.
- Respectful and upholding of the Christian values of the charity.

## **How to apply**

To apply please submit your CV, together with a supporting statement outlining your interest in joining us and how you meet the required criteria to: [ceo.recruit@sjacymru.org.uk](mailto:ceo.recruit@sjacymru.org.uk).

Potential candidates with questions about this role are welcome to contact [ceo.recruit@sjacymru.org.uk](mailto:ceo.recruit@sjacymru.org.uk) with their questions or to arrange an informal discussion with the Prior.

**The closing date for applications is  
Thursday 29th February 2024 at 12 noon.**

Interviews will be conducted on **Wednesday 20th March 2024.**



# St John Ambulance Cymru

## Code of Conduct

The volunteers and staff of The Priory for Wales of the Most Venerable Order of the Hospital of St John of Jerusalem will work to further the objects of the Order of St John, and more especially the care of the sick and injured, and those in need of special help. In so doing, they ensure that their actions maintain the good name and charitable image of St John.

### They:

#### 1. Act with integrity, fairness and honesty

- (a) Respect the dignity of others.
- (b) Respect the rights of others.
- (c) Do not use oppressive or misleading practices, or falsify or wrongly withhold information.
- (d) Ensure that others are treated in accordance with the principles of natural justice.
- (e) Respect the confidentiality of Information within St John.

#### 2. Respect the law and act accordingly

- (a) Comply with the laws of the Country and other legislation relevant to the conduct of the affairs of St John.
- (b) Apply the provisions of the law to others with humanity and charity.

#### 3. Act responsibly and with due diligence.

- (a) In any action they take, or fail to take, relating to their position in St John.
- (b) In honestly and fully reporting on their actions, and on how they have set about achieving their objectives.
- (c) In not working while under the influence of alcohol or drugs.

#### 4. Do not place themselves in a position where there is a conflict of interest

- (a) Avoid situations where their private interests conflict directly or indirectly with their obligations to the organisation.
- (b) Do not receive benefits from a person or organisation seeking to do business with St John.
- (c) Do not knowingly promote commercial organisations that compete directly with St John (e.g. in training or in provision of first aid services).

#### 5. Use the assets of St John only to fulfil the Objects of the Order

- (a) Do not use St John funds to provide private benefits for themselves or others.
- (b) Do not use St John funds beyond what is demonstrated to be necessary for incidental expenditure (such as gifts, entertainment, travel, accommodation) that may be necessary for the transaction of the affairs of St John.

# Find out more about our work here

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Please click the images below for more information.

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**The first aid charity for Wales**  
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