

Communications Specialist



Position Title:	Communications Specialist
Department / Function:	Marketing, Communications and Fundraising
Reports to:	Chief Marketing, Fundraising and Communications Officer

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.

The Opportunity

St John SA is entering an exciting new phase as we strengthen our Marketing, Communications and Fundraising function and increase the visibility, clarity and impact of our work across South Australia.

We are looking for an experienced Communications Specialist to help tell the St John SA story, support stronger internal communication, and create engaging content across our external channels. This is a hands-on role suited to someone who is a strong writer, a thoughtful communicator and comfortable working across internal communications, public relations, digital content, campaigns and stakeholder engagement.

Reporting to the Chief Marketing, Fundraising and Communications Officer, you will work closely with members of the Marketing, Fundraising and Communications Team and teams across the organisation to deliver clear, consistent and engaging communication. You will help ensure our staff, volunteers, customers, partners, donors and the wider South Australian community understand who we are, what we do and the impact we make.

This role will suit someone who enjoys variety, can move confidently between strategic priorities and practical delivery, and is motivated by working for a trusted community organisation with a proud history and an important future.

Duties include but are not limited to:

- **Internal Communications** - You will help deliver high-quality internal communications that keep employees and volunteers informed, connected and engaged. This will include developing content for internal channels such as newsletters, intranet updates, staff announcements and corporate publications. Working closely with leaders and managers, you will provide communications advice, support executive messaging and help ensure internal communication is clear, timely and aligned with St John SA's tone, values and brand.
- **External Communications and Content** - You will develop engaging written and digital content for St John SA's external audiences, including website content, social media, public relations material, stories, articles, campaign copy and stakeholder communications. You will help identify and share stories that demonstrate the impact of St John SA across first aid, training, events, youth, community programs, volunteers and broader community safety. You will also support media and public relations activity (including PR agency management), monitor relevant social and traditional media, and help identify opportunities to positively position St John SA.

- **Digital Channels and Campaign Support** - You will manage and maintain content across the St John SA website and social media platforms, ensuring information is accurate, engaging and aligned with brand and style guidelines. You will support the development and delivery of marketing, fundraising and community engagement campaigns, including content planning, campaign copy, digital assets, reporting and continuous improvement. You will work with internal teams and external suppliers where needed to support campaign delivery, digital engagement and brand consistency.
- **Content Creation** - You will provide writing, editing and brand advice across the organisation, helping ensure St John SA communicates in a consistent, professional and engaging way. This will include supporting teams with written content, reviewing communication materials, helping maintain style and brand standards, and providing practical advice on how to communicate effectively with different audiences.
- **Team and Project Support** - As part of the Marketing, Fundraising and Communications Team, you will contribute to broader team priorities, including events, fundraising initiatives, stakeholder engagement, organisational campaigns and strategic projects. You will work collaboratively with colleagues across St John SA and build strong relationships with internal and external stakeholders.

Essential Criteria

- Relevant qualifications in communications, marketing, public relations, journalism, business or a related field.
- Demonstrated experience in a communications, marketing communications, public relations or content role.
- Excellent writing, editing and proofreading skills, with the ability to adapt tone and style for different audiences and channels.
- Experience developing content for digital channels, including websites, social media and email communications.
- Strong judgement, attention to detail and the ability to manage competing priorities.
- Confidence working with leaders, managers and internal stakeholders to develop clear and effective communications.
- An understanding of brand consistency, style guidelines and audience-focused communication.
- The ability to work independently, take ownership and contribute positively as part of a team.
- Strong organisational and project coordination skills.

Experience in any of the following would be highly regarded:

- Media relations or public relations.
- Internal communications.
- Website content management systems.
- Basic design tools such as InDesign, Photoshop, Illustrator or Canva.
- Working in a not-for-profit, community, health, emergency services or purpose-led organisation.

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How to Apply

Submit your application [HERE](#) with your CV and cover letter expressing why you are suited to the position. Due to the large number of applications, please refrain from making phone enquiries regarding this opportunity. St John SA does not accept calls from recruitment agencies. St John SA care about keeping children and young people safe.

St John SA values diversity in the workplace and is an equal opportunity employer. Employment is dependent upon a Criminal History check that St John finds satisfactory, a valid and current Working with Children Check and the evidence of the right to work in Australia.