

Marketing Specialist

Full time permanent position

Work for a longstanding South Australian organisation

NFP Salary packaging available



WHO WE ARE & WHAT WE DO:

St John Ambulance SA provides Health and Medical Services for many of South Australia's largest venues, such as Adelaide Oval, Adelaide Entertainment Centre, and Adelaide Showground. It is also the chosen provider for many major events on the SA calendar, including Schoolies Festival, Adelaide 500, and WOMAD.

For over 140 years, St John Ambulance SA has supported the South Australia community to help save lives and build community resilience to improve the safety and healthcare for all South Australians. In addition to Health & Medical Services, St John Ambulance SA also provides community care, delivers nationally accredited first aid training, and is the largest provider of first aid products and equipment.

OUR OPPORTUNITY

The Marketing Specialist will be responsible for the development and implementation of marketing campaigns and contributing to engagement and brand awareness activities. This will include leading marketing and branding campaigns and managing the St John SA website and social platforms. The role will provide expert assistance in relation to copywriting and brand consistency across the organisation. You will work closely with our dedicated Marketing, Media and Fundraising team and contribute to fundraising activities and events.

TO BE SUCCESSFUL

- Experience managing or coordinating successful marketing campaigns and developing relevant marketing collateral
- Expertise in social and digital marketing communication development
- Experience in search engine optimisation (SEO), Google Ads, online advertising and analytics
- Knowledge of media production, communication, and dissemination techniques and methods
- Experience using marketing/fundraising CRM systems
- Experience using relevant software such as InDesign, Photoshop, Illustrator
- Highly developed written skills, with the ability to tailor communications across different channels

WHAT NOW?

Excited about this role? Then we invite you to apply with your updated resume and cover letter, a one-page summary application outlining your competencies, experience, and other relevant information that highlights suitability for the role via [Seek](#). For a Job and Person Specification, please visit St John Ambulance SA. Enquiries may be directed to the Amy Reid, Marketing, Media & Fundraising Manager [via amy.reid@stjohnsa.com.au](mailto:amy.reid@stjohnsa.com.au).

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 evidence of the right to work in Australia.

St John Ambulance Australia SA Ltd

ST JOHN AMBULANCE AUSTRALIA SA LTD

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ACN 667 428 168

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Job and Person Specification

| | |
|--------------------------------|--|
| Position Title: | Marketing Specialist |
| Department / Function: | Marketing/Fundraising |
| Reports to: | Marketing, Media & Fundraising Manager |
| Award | Common Law |
| Classification – Grade: | N/A |

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.

OUR VALUES



TEAMWORK



INTEGRITY



**HIGH QUALITY
SERVICES**



DIVERSITY



RESPECT

Position Summary and Requirements

The Marketing Specialist will have responsibility for the development and implementation of marketing campaigns and contributing to engagement and brand awareness activities. This will include leading marketing and branding campaigns and managing the St John SA website and social platforms. The role will provide expert assistance in relation to copywriting and brand consistency across the organisation.

The Marketing Specialist will work closely with the Marketing, Media & Fundraising Manager and other members of the Marketing and Fundraising Team to deliver team objectives and contribute to the strategic goals of St John.

| Key Relationships | |
|------------------------------------|--|
| Number of Direct Reports: | <ul style="list-style-type: none"> • Nil |
| Key Internal Relationships: | <ul style="list-style-type: none"> • Marketing team • Direct manager and other senior managers • Staff and volunteers |
| Key External Relationships: | <ul style="list-style-type: none"> • Creative and media agencies • Mailhouses and printers • Donors and supporters • Existing and future sponsors • Technology partners for marketing/fundraising systems |

| Key Accountabilities | Key Tasks |
|--------------------------------------|---|
| Campaign and brand management | <ul style="list-style-type: none"> • In consultation with the Marketing, Media and Fundraising Manager, develop the creative and campaign strategy for the marketing calendar • Lead and develop approved marketing and branding campaigns • Manage the St John SA website and social platforms • Lead the administrative function relating to marketing activities • Ensure all marketing activities comply with relevant legislation, policies, codes of conduct and audit requirements • Generate campaign reports to track performance to targets • Build relationships with suppliers, internal and external stakeholders • Identify evolving digital trends and technologies within the marketing space • |
| Communications | <ul style="list-style-type: none"> • Develop organic and paid social media strategies in consultation with the Marketing, Media and Fundraising Manager (and external agencies as required), in relation to campaigns • Undertake copywriting across various forms of print and digital media for marketing purposes • Lead the development and implementation of marketing communications for identified initiatives and programs, supporting marketing, fundraising and operational objectives • Source quotes from suppliers and maintain supplier list. |
| Corporate services | <ul style="list-style-type: none"> • Develop and design internal marketing communications • Assist grant application processes by developing consistent brand content and copy. • Support corporate fundraising events • Support fundraising activities by contributing expertise in branding, campaign management and copywriting |
| Workplace Health & Safety | <ul style="list-style-type: none"> • Proactively address safety and child protection matters • Maintain current First Aid Certificate • Ensure work station is kept safe and tidy • Undertake work station self-assessment on an annual basis |

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| | <ul style="list-style-type: none"> • Follow safe and healthy work practices at all times, including reporting of hazards and incidents immediately, and referring WHS issues and requirements to managers |
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Knowledge, Experience and Capabilities

- Experience managing or coordinating successful marketing campaigns and developing relevant marketing collateral
- Expertise in social and digital marketing communication development
- Experience in search engine optimisation (SEO), Google Ads, online advertising and analytics
- Experience using marketing automation software
- Knowledge of media production, communication, and dissemination techniques and methods
- Experience using marketing/fundraising CRM systems
- Experience using relevant software such as InDesign, Photoshop, Illustrator
- Ability to make decisions within delegated authority parameters
- Ability to represent St John SA internally and externally
- Highly developed written skills, with the ability to tailor communications across different channels
- Strong problem-solving capabilities
- Demonstrated ability to work independently and take ownership
- Excellent time management skills including the ability to establish priorities and plan work
- Excellent communication and interpersonal skills with the ability to deal with a diverse range of people
- Ability to build and maintain positive working relationships with a range of stakeholders
- Exposure to, or an understanding of, the dynamics and drivers of charitable organisations

Personal Attributes

Communication

- Can adapt communication styles and mediums for different audiences
- Uses positive and inclusive communication techniques
- Messages delivered are clear and articulate
- Influence and negotiate effectively

Team Work

- Actively promotes the St John values and positive culture
- Participates and contributes to the development and success of the team
- Values contributing to teamwork in order to achieve goals
- Fosters a team environment, welcoming co-operation and collaboration

Self-Management

- Able to prioritise own work tasks appropriately
- Consults with managers, peers and direct reports in order to achieve goals
- Self-motivated, diplomatic and displays strong business acumen

Qualifications

- Qualifications in marketing/communications or related fields will be highly regarded

Essential requirements

- Current South Australian Driver's License.

- The position is based at the Unley office, but the incumbent must be prepared to relocate within St John SA should the need arise.
- Some out of hours work and intrastate travel may be required.
- Current National Police Certificate and 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.
- Child Safe Environments training completed within the first six months of employment.
- Must abide by all St John SA policies and procedures, and other reasonable and lawful management directions.