

## JOB DESCRIPTION

### Director of Innovation and Social Impact

#### ABOUT UNITING

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are **Imaginative, Respectful, Compassionate** and **Bold**.

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Uniting NSW.ACT is responsible for the social justice, community services and chaplaincy work of the Uniting Church in NSW and the ACT.

We provide care and support for people through all ages and stages of life, with a focus on people experiencing disadvantage and vulnerability. Our purpose is to inspire people, enliven communities and confront injustice. By disrupting disadvantage, we will create a better future for more people, communities, and regions in need. Our focus is always on the people we serve, no matter where they are at in their life.

Uniting values diversity of ability, age, ethnicity, faith, sexual orientation, intersex variation or gender identity and we always welcome everyone, exactly as they are.

We are **one of Australia's largest and most trusted service providers** which is made up of a team of **diverse, purpose-led people** who really are making a difference to the world around them.

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#### ABOUT THE ROLE

The Director of Innovation and Social Impact is a critical new role designed to support the organisation's refreshed 10-year strategy commitment to 'increase investment in innovation, research and advocacy to support policy and the future direction of social services systems' to achieve more social impact through service evolution and system reform.

At Uniting, innovation is embraced to solve the most important societal and environmental challenges that face our nation and the communities we serve. Uniting's history of social innovation is linked to their mission and purpose to inspire people, enliven communities and confront injustice. The refreshed 10-year strategy is to disrupt entrenched disadvantage. Driving social innovation through applied research, advocacy, key partnerships and community engagement, combined with service led innovation that promotes and reacts to 'the what' that customers need, is critical to the success of this role and Uniting's continued focus on serving communities.

The work we do is underpinned by a solid theory of change designed to shift the conditions that are holding the problems in place.

This role is a member of the Executive Team reporting to the Executive Director/CEO and will bring together Uniting's capabilities in:

- Innovation, Social and Community Impact
- Customer, Marketing and Brand
- Advocacy and Media
- Aboriginal Strategy and Engagement
- Philanthropy

The role contributes to the development of the organisational strategy, the annual business plan and the setting of the direction of the organisation. The role is also responsible for the operation of a Uniting Directorate, ensuring that it meets the agreed targets set out in Uniting's strategy and business plan.

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## ROLE KEY ACCOUNTABILITIES

### You'll play a key role as a member of the Uniting Executive Leadership Team in:

- Building a stronger and more unified Uniting.
- Being responsible for the development of organisational strategy and lead the translation of strategy into relevant Business Stream plans.
- Making decisions in the best interests of Uniting as a whole.
- Communicating Uniting strategies and decisions to our employees in engaging ways that facilitate their implementation and a genuine understanding of a One Uniting way of operating.
- Demonstrating effective stewardship of Uniting's resources (financial, non-financial and people).
- Providing leadership, working productively and positively as a role model across Uniting, specifically promoting curiosity and a healthy approach to risk
- Participating in and supporting relevant Board sub-committees and processes as required.
- Confidently establishing and maintaining a safe and supportive working environment that is inclusive of all employees through celebrating diversity and inclusion.

### The Director of Innovation and Social Impact, will:

- Lead the Directorate to deliver outcomes that are aligned with the 10-year strategy to disrupt entrenched disadvantage through excellence in strategies to achieve systems impact, including:
  - Innovation
  - Social and Community impact
  - Voice of the Customer and Community
  - Advocacy
  - Media and Social Media
  - Government Relations and Corporate Affairs
  - Aboriginal Engagement and Strategy
  - Marketing
  - Brand
  - Research and Social Policy
  - Outcomes measurement
  - Place-based initiatives
  - Diversity and inclusion
  - Stakeholder engagement & partnerships, including philanthropy
- Support and grow the leaders of these specialist services, optimising synergies in the Directorate, creating value and optimising impact.
- Develop and deliver an innovation and social impact strategy which builds upon the foundations of existing work, relationships, and partnerships.
- Work across Directorates to establish advocacy and research priorities and strategies that will address social disadvantage.
- Work across Uniting to develop positions on social matters and strategies to achieve these goals.
- Collaborate and form partnerships with peer organisations, expert innovation organisations, peak bodies, universities, and suppliers to support our research, innovation and advocacy agenda.
- Develop deep relationships within the Uniting Church to effectively deliver on mission.
- Create the culture and mindsets across the organisation for agility, experimentation, and courage to seek to better individual lives and the community more broadly.

### And here's a little more detail:

#### Innovation

- In collaboration with operational teams, support the development of innovations to deliver greater systemic impact.
- Drive greater customer centric service solutions that meet the needs of our diverse communities.

- Build innovation capabilities throughout Uniting, adding greater intentionality and rigour to our innovation practice, including strategies to scale our innovation efforts.

## **Social and Community Impact**

- Oversight the implementation of initiatives under the Future Horizons work of Uniting and actively pursue other opportunities for promoting social impact.
- Support Directorates to develop strategies that balance both commercial outcomes and social imperatives.
- Oversight the development and implementation of the Uniting research and social policy plan in line with our strategic priorities.
- Represent Uniting in advocating, advising, and developing programs and policies with/to government, peak bodies, or in partnerships with other agencies.
- Oversight the development and delivery of formal frameworks to measure and report on the progress and outcomes of innovation and social impact initiatives.
- Oversight delivery of Uniting's diversity and inclusion strategy including regular reporting on progress.
- Oversight placemaking initiatives and partnerships.

## **Customer, Marketing and Brand**

- Drive Uniting's ambition of customer centricity.
- Achieve the commercial outcomes of Uniting's development and services through effective marketing.
- Oversight the development of a coordinated customer acquisition strategy, using the opportunities for sales across many customer touch points in the organisation to generate demand and build a strong pipeline for growth.
- Own the Uniting Brand, working to differentiate it from competitors and to create a lasting impression in the hearts and minds of customers.

## **Advocacy and Media**

- Oversight the development and implementation of advocacy plans for each strategic priority in accordance with Uniting's advocacy principles.
- Oversight the delivery of Uniting's media and social media strategy including issues management, crisis communications, reactive media, proactive media.
- Drive government relations, advocacy, and stakeholder engagement strategies to achieve strategic objectives.
- Skilled and confident communicator able to be a spokesperson for Uniting on its range of issues in high-profile settings such as media and conferences.

## **Aboriginal Strategy and Engagement**

- Deliver on self-determined ways of working internally including Aboriginal engagement, empowerment and governance, especially through the inclusion of Aboriginal voices in whole of organisational participatory processes.
- Oversee and govern the delivery of a First Nations roadmap including the RAP, which involves:
  - Delivering culturally appropriate practice and service models.
  - Strengthening the ACCO ecosystem.
  - Growing our Aboriginal workforce.
  - Uplifting cultural capability and learning.
  - Amplifying Aboriginal voices within Uniting.
  - Governance and internal business partnering to achieve our First Nation business targets.
  - Fostering strong relationships with community at the local level.
  - Supporting Aboriginal voices and issues outside of Uniting.

## **Philanthropy**

- Leverage existing philanthropic networks and develop new ones to ensure opportunities are created to support initiatives.

## ABOUT YOU IN THE ROLE

As a member of the Executive team, you will bring our mission to life through our values to create an inclusive, safe and person-centred culture for our people and the people we serve. You will celebrate diversity and welcome all people regardless of lifestyle choices, faith, sexual orientation or gender identity.

You will be proactive in seeking out ways to improve the effectiveness of the organisation, your team and yourself.

**Your classification:** Director (Award Free)  
**Your directorate:** Innovation and Social Impact  
**You'll report to:** Executive Director

## YOUR KEY CAPABILITIES

Capability area	Description	Key behaviours
Lead the movement	Inspires others through our shared purpose and by living our values.	<ul style="list-style-type: none"> <li>Lives our values</li> <li>Creates meaning and purpose</li> <li>Inspires others</li> </ul>
Encourage the heart	Creates a workplace where all people can flourish.	<ul style="list-style-type: none"> <li>Champions wellbeing</li> <li>Builds trust</li> <li>Empowers others</li> </ul>
Foster a growth mindset	Creates a culture of curiosity and learning, where it is safe to try new things.	<ul style="list-style-type: none"> <li>Grows through setbacks</li> <li>Builds a feedback friendly culture</li> <li>Values diverse perspectives</li> </ul>
Eyes up	Supports an innovative organisation that partners with others.	<ul style="list-style-type: none"> <li>Sees the broader system</li> <li>Nurtures innovation</li> <li>Works inclusively</li> </ul>
Responsible stewardship	Make decisions to prioritise and invest resources to achieve our Uniting strategy and manage risk.	<ul style="list-style-type: none"> <li>Manage resources effectively</li> <li>Manage risk</li> <li>Financial planning and performance</li> </ul>
Operational planning and delivery	Aligns team efforts to ensure quality outcomes.	<ul style="list-style-type: none"> <li>Plan and prioritise work</li> <li>Manage change</li> <li>Deliver outcomes</li> </ul>
People management	Engages and grows our people to deliver on our strategy.	<ul style="list-style-type: none"> <li>Manage performance</li> <li>Enables development</li> <li>Build team connectedness</li> </ul>
Practice leadership	Strengthens the quality and sustainability of the services we provide.	<ul style="list-style-type: none"> <li>Practice continuous improvement</li> <li>Manage compliance</li> <li>Create value for customers and clients</li> </ul>

## YOUR QUALIFICATIONS & EXPERIENCE

### Qualifications:

- Post graduate and/or bachelor qualification a relevant business field or equivalent experience.

### Your experience ticks the following boxes:

- 5–10 years' experience in a large complex organisation in a senior executive role
- Passion for social change and creating an organisation of influence for the most disadvantaged.
- Highly skilled at navigating a complex organisation, forging relationships, and managing through influence rather than direct authority.
- Substantial experience in developing, leading, and delivering evidence-based programs within a diverse organisation.

- Deep understanding of innovation models and established networks in this space.
- Demonstrated capacity to lead a function and multiple teams and to build the leadership capability of others.
- Ability to develop collaborative relationships with partner organisations, communities or governments to create holistic solutions to complex challenges.
- Executive presence and experience managing effective CEO and Board relationships.

**Even better:**

- Worked in a relevant human services sector.
- Significant knowledge and experience in working with First Nations peoples.
- Experience in, or an understanding of, working in a faith-based organisation (being a member of a Church is not a pre-requisite) and/or the NFP sector.
- Existing relationships with policy makers, governments, agencies and or peak bodies.

<b>Employee Name:</b>	Click here to enter text.	<b>Manager's Name: Title</b>	Tracey Burton Executive Director
<b>Date:</b>	Click here to enter text.	<b>Date:</b>	Click here to enter text.
<b>Signature:</b>		<b>Signature:</b>	