

April 2021

Candidate briefing

**GOOD SHEPHERD AUSTRALIA**

**NEW ZEALAND**

Director Stakeholder  
Engagement & Partnerships



**SHK**  
**WE KNOW WHERE**

## ROLE

<b>Title</b>	Director Stakeholder Engagement & Partnerships
<b>Reports to</b>	Chief Executive Officer
<b>Key areas</b>	Stakeholder relations Consulting and advisory services Corporate partnerships and FIAP Marketing, media and communications Business development, tender management and grant services
<b>Employment status</b>	Full-time
<b>Primary Location</b>	La Trobe Street, Melbourne

## THE ORGANISATION

Good Shepherd Australia New Zealand (GSANZ) is a member of the global Good Shepherd Network, which since 1835 has increased to over 73 countries. Our long-term vision for change is that women, girls and families are safe, well, strong and connected. For almost 200 years we have focused on and been committed to tackling the issues of our time. We work to advance equity and social justice and support our communities to thrive.

We work closely with governments, regulators, the community sector and private industry to deliver better outcomes for the community. We provide tailored responses for women and their children, living in crisis and experiencing hardship, who lack support, and wellbeing, those in need of safety and housing and those who need to take back control of their lives and the lives of their dependents. We seek positive change in laws, policies, social norms and behaviours through research, policy and advocacy to address the underlying structural causes of injustice, exclusion, and inequality.

### *Values & Behaviours*

We are all co-responsible for the delivery of the Good Shepherd Mission and living our values by modelling these behaviours in all that we do.

Value of each person | Reconciliation | Justice | Zeal | Audacity.

At an international level GSANZ has Special Consultative Status with the United Nations Economic and Social Council (ECOSOC) for its work with women and girls. Focusing on issues such as poverty, human trafficking, gender inequality and violence towards women and children, the global Good Shepherd effort provides a range of programmes for women and girls advancing equity and social justice and supporting communities to thrive.

GSANZ is one of 19 member countries of the Good Shepherd Asia Pacific region. It works collaboratively to address needs specific to the region including, forced marriage, refugees, child slavery and abuse, forced labour and intra-country human trafficking. GSANZ leads the governance of the Good Shepherd network across Australia and New Zealand.

The network is enriched by the strengths, services and infrastructure of each agency. Most of the GSANZ business is in Victoria, with some presence in NSW, South Australia and Queensland.

GSANZ has experienced rapid and significant growth in recent years (FY21 Forecast is \$60m, circa 50% growth since 2018). This is due to both the merger with Good Shepherd Microfinance in 2019 (to drive better integration of services and better outcomes for women, girls and families) and increased demand for services through COVID-19, new corporate partners and other rapidly emerging opportunities. It is an exciting time to join the organisation.

GSANZ seeks to invest in increasing the capability, commercialism and maturity of the organisation's executive team to lead the larger combined more complex business. A restructure and transformation of the GSANZ executive team has been implemented resulting in the creation of three new executive roles being Chief Operating Officer, General Manager Digital & IT/CIO and Director Stakeholder Engagement & Partnerships, all reporting directly to the CEO GSANZ. These roles will all share in leading the organisation's strategy and client outcomes.

The Director Stakeholder Engagement & Partnerships ideally has experience in commercial, government or not-for-profit (NFP) (not pure NFP) sectors. They must demonstrate strong integrated stakeholder management experience. They will need reasonable knowledge of government or could have experience in a corporate affairs function in a corporate, and ideally will have some business development experience. The role will build a lot of process, frameworks and infrastructure.

The role currently leads a team of ten staff with the full team spanning stakeholder relations (corporates and government), advisory, business development, brand, marketing and communications). Five out of the ten existing staff are largely in marketing, brand and communications. The appointee will have an opportunity to review the team structure. The team will focus on corporate and government partners to drive business development. Currently the focus is more on stakeholder engagement, and while it is important, the outcome is to increase growth. The stakeholder plan will be deeply aligned to business planning, and the appointee will develop the government relations plan at all levels.

The appointee will be considered in funding responses, including around how the organisation pursues growth engagement, moving from reactive to more proactive growth, and is responsible for critical relationships.

The majority of funding is currently 80% government and 15% corporate. Examples of corporate partners include NAB, CBA, AGL and Suncorp. Government partners are mainly The Department of Social Services and Department of Families, Fairness and Housing as well as state government partners.

On behalf of GSANZ, the appointee will Chair FIAP and have responsibility for a team that work with the 40 members of the FIAP Program. This program provides a platform for organisations from diverse sectors to combine forces to collectively improve the lives of millions of people in Australia. Please see <https://www.fiap.org.au/about> The appointee will oversee the coordination of the member organisation's plans and set the strategy for corporate partnerships and how they pursue partnership growth.

GS has an advisory business with a small team of consultants that work with corporates to develop hardship programs for their customers. It charges a daily rate. This is a commercial function which reports to the appointee who will work with the business to grow and scale the advisory services. There is a strong manager in this team.

The Director Stakeholder Engagement & Partnerships role has a commercial bent with regard to leading the advisory and business development functions in creating and driving revenue opportunities and growth.

## ROLE OVERVIEW

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As an integral member of the Executive Leadership Team this role is responsible for leadership of stakeholder relations and partnership strategies to enable the achievement of strategic objectives relating to coalitions for impact. The role leads and drives integrated stakeholder planning and proactive business

development, and ensures a co-ordinated strategic approach. This Includes accountability for government relations, Financial Inclusion Action Plans(FIAP), corporate partnerships and services, as well as brand, marketing, communications and tender Coordination.

## POSITION DESCRIPTION

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### Key Responsibilities

#### Stakeholder relations

- Lead and facilitate development and delivery of GSANZ’s overall stakeholder engagement strategy, planning and management approach, ensuring alignment to overall advocacy agenda. This includes overall stakeholders across government relations, sector stakeholders and partnerships, corporate stakeholders and partnerships, and all other external stakeholders.
- Lead definition of stakeholder engagement objectives and ensure engagement planning is aligned to objectives
- Coordinate management of business critical relationships with corporate partners, philanthropists, donors and supporters.

#### Corporate engagement

- Build corporate alliances to enable fresh thinking, innovation, advocacy and research in order to enable new solutions to complex problems. This includes responsibility for the Financial Inclusion Action Plan (FIAP).
- Set strategy, and coordinate growth strategy for corporate partnerships and lead business development and account management activities for services into corporates (consulting, advisory, partnering opportunities).

#### Advisory

- Lead scale and commercial model definition of GSANZs consulting offer across training, HCD and advisory, to drive system impact with reference to GSANZ’s mission and goals, primarily focused on corporate customers
- Business development and account management of external consulting services, of GS programs and capabilities.

#### Business development:

- Coordinate and provide visibility of overall organisational business development pipeline on behalf of GSANZ, informing overall stakeholder relations, government relations and partnerships agenda
- Identify, lead and manage large scale tenders focused on building new service portfolios, new revenue streams and significant new partnerships
- Coordinate business development and grant support services, including infrastructure and processes to support tender proposals, funding submissions, etc.
- Provide high level advice and support to the Board, CEO and ELT colleagues in relation to all engagement and business development matters.

#### Brand, marketing and communications:

- Implement GSANZ’s brand strategy, including digital marketing capability and campaigns
- Lead marketing and communication strategies and processes to enable ongoing market analysis and engagement, including external and internal communications, formal business reports, media relations, digital marketing capability and campaigns to grow brand and product awareness
- Ensures alignment of internal and external communications to advocacy agenda
- Lead development and deployment of digital engagement processes to enhance GSANZ’s relationship with business critical, external communities and stakeholders.

## EXPERIENCE, SKILLS AND STYLE

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### Experience

- Extensive experience in external stakeholder relations, including government accountability
- System change and advocacy work
- Ideally experienced in marketing, communications and professional fundraising, philanthropy and external partnership development
- Experience leading multi-disciplined teams in organisations with national scale.

### Skills

- Demonstrated ability in developing and implementing successful stakeholder relationships across diverse sectors
- Demonstrated capacity to envision, articulate and operationalise fundraising and marketing plans, preferably in the community services sector
- Outstanding conceptual, relationship building, influencing and communication skills (written and verbal).

### Knowledge

- Tertiary qualifications in marketing, communications or a related discipline.

## ADDITIONAL INFORMATION

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Employment is subject to:

- Relevant qualifications/registration name
- A current national police record check
- A current Employee Working with Children Check (WWCC) or state equivalent
- Proof of the right to work in Australia.

The above requirements will need to be supplied and verified prior to commencement.

**Work Health and Safety (WH&S):** All team members are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as cooperating with any measures introduced in the workplace to improve WH&S.

**Pre-existing injury:** The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment.

**Equal opportunity:** GS is an equal opportunity employer. It recognises the rich diversity of people across Australia. GS is committed to ensuring that its team is reflective of the diverse community it serves and to supporting a culture of equity, inclusion and diversity. All team members have a responsibility to be familiar with and adhere to the organisation's policies and procedures.

**Child Safe Employer:** GSANZ is a Child Safe employer. Employment is subject to satisfactory referee checks, a current employment working with Children Check, National Criminal History check and proof of the right to work in Australia.

**Cultural competency:** GS strives to maintain a culturally competent and inclusive workplace. All team members are expected to undergo cultural competence training as part of their professional development plans.

Salary packaging is available to all employees.