



# Advocacy and Development Director

## YFS

Success Profile | February 2024



BUILDING INDEPENDENCE & PARTICIPATION

EXECUTIVE SEARCH | RECRUITMENT | CAREER MANAGEMENT



# Introduction

Thank you for your interest in the **Advocacy and Development Director** selection process.

OnTalent is thrilled to be leading the process of this appointment on behalf of **YFS**. This briefing pack provides you with information regarding the organisation, the role and requirements.

## Application process:

Once you have reviewed this material, and if you haven't already, please visit <https://www.ontalent.com.au/yfs-director/> for details on how to apply.

I look forward to working with you through this process and invite you to contact me directly at anytime on 07 3305 5800.

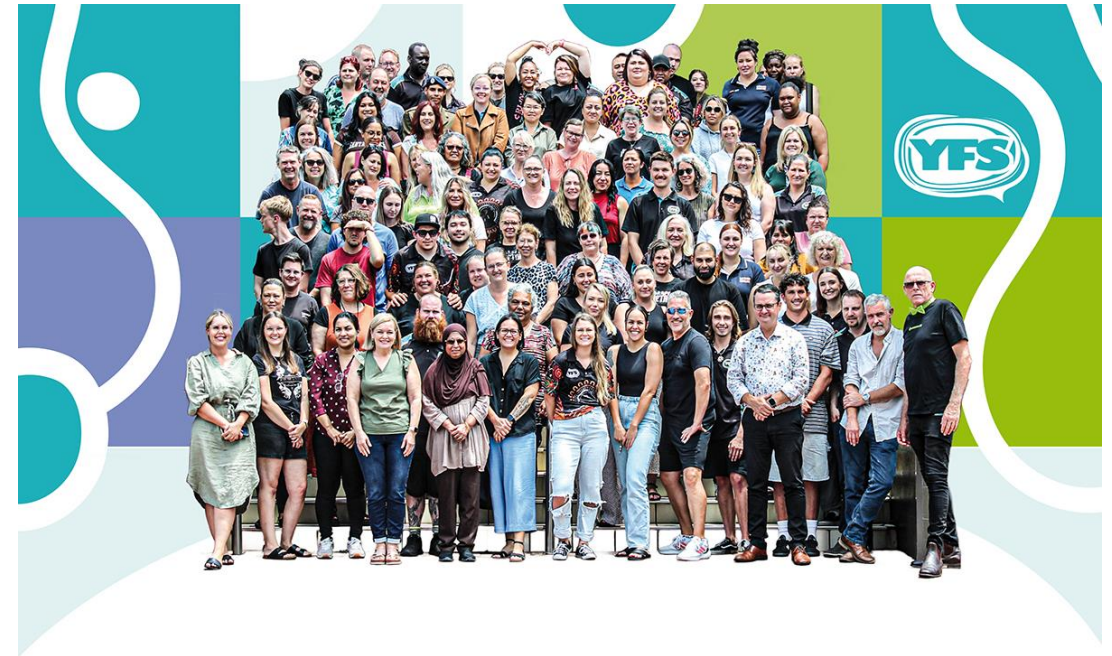


**Suzanne Grant**  
**Head of Social Enterprise**  
**OnTalent**

# About YFS

At YFS, we make a real difference to the lives of people living in Logan and surrounding areas.

Since 1983 we have been supporting our local community through a range of integrated services and partnerships. Our services include engaging with young people, supporting families with children, helping people find a place to live, managing money and debt, preparing for employment, domestic and family violence support and prevention and legal help.



# Who we are

YFS is a not-for-profit community services organisation based in Logan. We believe that everyone should have the opportunity to thrive.

We work alongside people backing them to overcome adversity, build independence and achieve their potential.

We support individuals and families through a mix of government, philanthropic and self-funded initiatives.

We work together with others to promote inclusion, advocate for justice and influence changes to the service system.





# Who we are

We have a real commitment to seeing people thrive, including our staff. We encourage staff to bring their entire selves to work, because we know that a happy workplace thrives.

In our recent Employee Opinion Survey our staff said the best things about working at YFS are the challenging work/job satisfaction, fellow employees, teamwork, and pay and benefits.

We're serious about your professional development. And we empower each other to make decisions and try new ways of working.



# Our Culture

## Our commitment to First Nations peoples

We welcome all First Nations peoples to YFS.

We respectfully acknowledge Aboriginal and Torres Strait Islander peoples as Australia's First Peoples and the Traditional Owners/Custodians of the land on which we meet and work.

We acknowledge and respect the Yuggera and Yugambeh speaking people, who are the traditional custodians of Logan City. We also work across the Redlands and Beaudesert and acknowledge and respect the Traditional Owners of these regions:

- the Quandamooka people of Moreton Bay
- the Mununjali people in Beaudesert.





# Our Culture



We recognise the important role First Nations peoples have within community and country. We pay our respects to the Elders of this land, past and present.

Our vision for reconciliation with First Nations peoples is to develop and provide services based on respect and understanding.

We acknowledge the past and work to build independence, participation and closing the unacceptable gap between First Nations peoples and other Australians' health and wellbeing.

We support the Uluru Statement from the Heart.

# Our Culture

## Diversity and Inclusion

YFS is a culturally safe organisation that promotes value and respect for everyone.

We value diversity within and beyond our organisation and are dedicated to preventing all forms of racism.

We are a proudly inclusive organisation and an ally of the LGBTIQ+ Sistergirl and Brotherboy community.

What makes us all 'us' goes beyond physical attributes: our experiences, sexual orientation, gender identity, marital status, educational background, parental status, economic status, religious beliefs and affiliations are just some of the things that make us diverse.





# Our Impact

We listen to and value the voices of the people we support. Drawing on our clients' perspectives and evidence of what works, we provide holistic services that back people to thrive.

That's why we increasingly focus on integrated initiatives, working together across the organisation and with other s to bring people the support they need.

Take a look at our Impact Reports for details of how our approach has achieved real, long-term change for people in Logan over the years.

Impact Reports



# Our Partnerships

YFS's partnership approach in Logan extends to innovative programs like Substation33, an electronic waste recycling center that offers job training and technology access to the community. This initiative, along with collaborations with Griffith University, local government, and other stakeholders, exemplifies YFS's commitment to social enterprise and environmental sustainability.

Through these efforts, YFS fosters a broad network of support, enriching the Logan community with opportunities for education, employment, and environmental stewardship. For more information, visit [YFS partnerships page](#).





# Chief Executive Officer

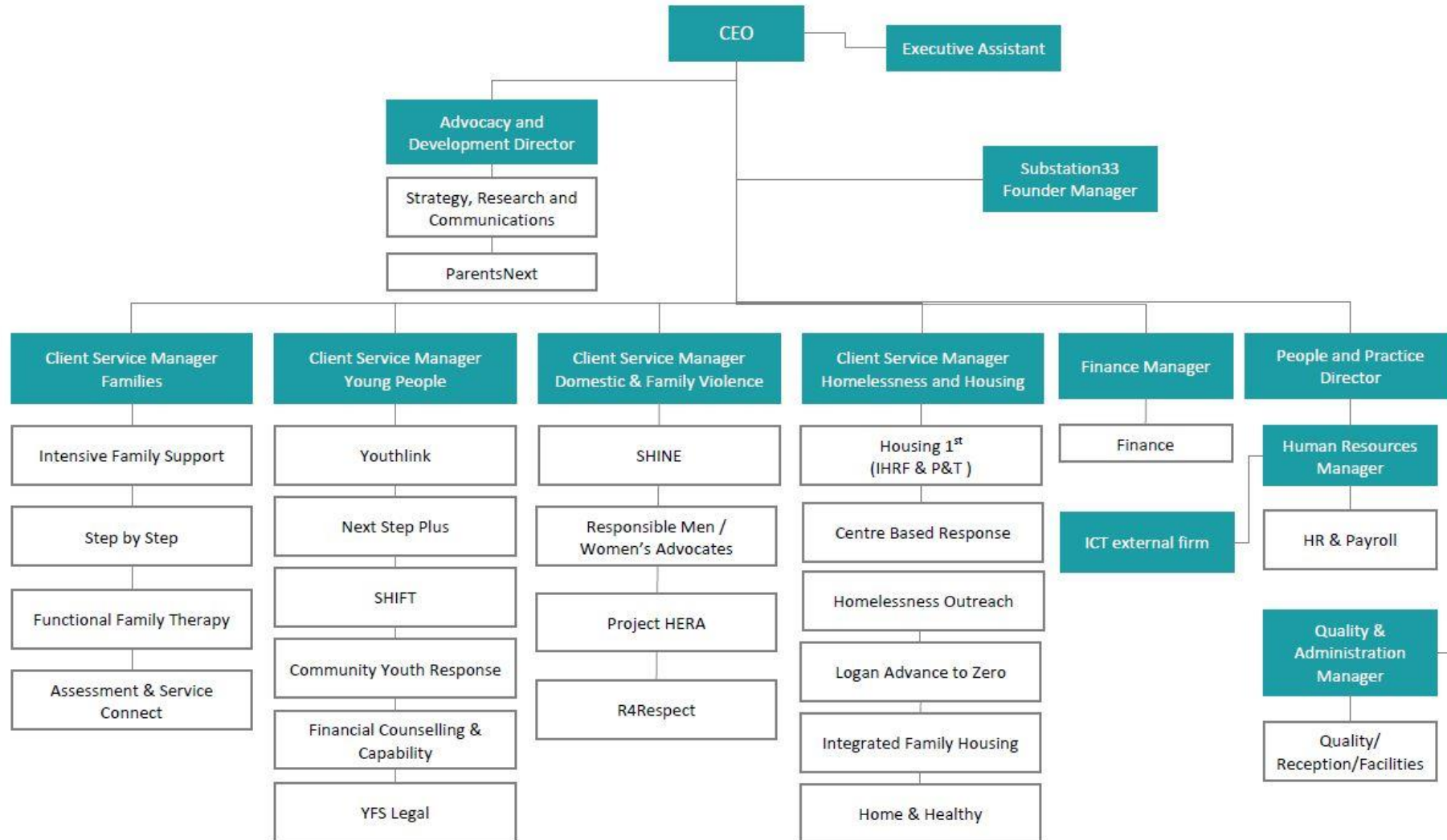


Christopher John commenced as YFS CEO in July 2023. He brings 17 years of experience as a CEO in the not-for-profit sector. Prior CEO roles include Bloomhill Cancer Care Ltd, Prince's Trust Australia Ltd, United Synergies Ltd (now YouTurn Ltd) and Lifeline Hobart Inc (now Lifeline Tasmania Ltd). Christopher was also a Non-Executive Director with PeakCare Queensland and Suicide Prevention Australia Ltd.

Christopher's commitment to reducing social disadvantage and improving quality of life aligns with YFS' vision, purpose and values.

Christopher has a Master of Management (Community) and is a GAICD member.

# Organisational Chart and Financial Documents





# Key Role Information

Title	Advocacy and Development Director
Team	Executive Leadership and Management Team
Location	Slacks Creek / Jimboomba
Classification level	Contract
Reports to	Chief Executive Officer
Primary Purpose	<p>The <b>Advocacy and Development Director</b> forms part of the Executive Leadership Team (ELMT) and along with the CEO is accountable to the Board. This role contributes to the YFS strategic direction, service model development and impact, media and communications, governance and risk management, and strategic plan deliverables.</p> <p>The Advocacy and Development Director has responsibility for leading and driving sustainable (business and service) development through strategic partnerships, new funding models, income stream development, research, and innovation. The position also has responsibility for brand management, strategic marketing, advocacy, and communications.</p> <p>The Advocacy and Development Director works closely with the CEO and ELMT as a key advisor assisting with strategic planning and initiatives.</p>

# Key Role Information

## Key accountabilities

### Strategy Development

- Develop and implement the strategic development model to support service delivery, advocacy, and social impact
- Lead a policy and research program that increases YFS' impact, measures performance and contributes to advocacy and service design
- Foster and maintain key relationships with funders, government departments, and other external agencies to drive strategic business development
- Recommend to the CEO and ELMT income generation strategies to contribute to the long-term financial sustainability of the organisation
- Review/monitor/undertake targeted research to identify unmet needs and aspirations of stakeholders in our region for innovation opportunities, and lead development of evidence-based solutions
- Assisting the CEO and ELMT, undertake strategic analysis to support the strategic plan, direction setting and strategic initiatives.

### Business Viability and Tender Development

- Identify potential funding and partnership opportunities working with key external and internal stakeholders
- Proactively scan the market and source funding opportunistically
- Drive/manage the tendering process to secure new business opportunities/contracts
- Where needed, work with and engage contractors to assist in tender preparation
- Oversee the preparation of funding proposals and tender submissions with appropriate professional input from key staff
- Build networks and relationships with philanthropists, allies, and supporters.



# Key Role Information

## Key accountabilities

### Brand, Marketing and Communications

- Oversee the development and implementation of brand strategy, communication, and marketing activities across YFS
- Drive targeted/focused activity to ensure effective marketing, advocacy, stakeholder engagement and communication strategies and activities for maximum impact
- Ensure marketing and communication strategies (both internal and external) support strategic and organisational goals using optimal channels for customer reach (e.g. traditional, digital).

### Financial Management and Reporting

- Input to annual budget preparation, regarding funding forecasts, and key assumptions to development of the overall budget
- Manage the annual advocacy and development departmental expenditure budget to ensure that activities/services are delivered within agreed budget and timeframes
- Undertake management reporting, including on key metrics to track performance against objectives and other reporting requirements.

### People Management

- Build a high performing team through effective employee engagement
- Ensure individuals and the team are aligned to the business plan and goals with clear performance expectations/accountabilities
- Create an environment to enable people to achieve their potential and to embrace change
- Ensure managers and employees are behaviorally aligned with organisational values

# Key Role Information

## Key accountabilities (continued)

- Build the capability of the team and other YFS leaders and embed a client focus.

### External Relationships

- Develop and maintain strategic relationships and partnerships that contribute to YFS' ongoing viability, community reputation and the provision of quality services
- Cultivate positive relationships with community, government and business leaders and contribute to the development of across agency collaborative initiatives and projects.

### Cultural respect

- Ensure service planning and delivery recognises the history and ongoing impacts that Aboriginal and Torres Strait Islander people experience
- Oversee the delivery of cluster services that are person and community centred for Aboriginal and Torres Strait Islanders and people from diverse cultural backgrounds.

## Expected outcomes

- Successfully secures key new and renewal revenue on behalf of YFS
- Drives strategic business development and targeted opportunities (e.g. partnerships, funding proposals, tenders)
- Leads a strategic development framework/methodology that delivers strong, sustainable, integrated and evidence-based service models aligning with our brand across the organisation
- Maximises the return on investment of brand, marketing, advocacy, and communications activity to enhance YFS' positioning/name



# Key Role Information

## Expected outcomes (continued)

- Identifies and creates partnership opportunities with government, business, philanthropists, other service providers and advocacy groups to expand YFS's capacity, impact, and voice on behalf of stakeholders
- Oversees an innovative research and evaluation framework that supports integrated service models, evidence-based client outcomes and responses to unmet and emerging needs
- Delivers sound departmental performance, and productive collegiate relationships and internal partnerships
- Creates and leads an engaged and high performing team which is committed to purpose and is culturally aligned
- Builds capacity of ELMT and other leaders to pursue innovation, expansion, and advocacy.

## Relevant skills, knowledge and experience

- Accomplished executive (10+ years' experience) with relevant industry and client relationship management experience
- Proven strategic or visionary leadership in business development and tender management
- Extensive experience in establishing and growing income streams
- Experience in communication/marketing/public relations strategies as key tactics, including digital, to drive and leverage brand
- Ability to lead/facilitate innovative research and evaluation frameworks
- Demonstrated ability to build strong engagement and partnerships across diverse stakeholders(e.g. client, community, government, industry groups)
- Credible, engaging communicator
- Excellent networking and influencing skills
- Project management skills for business development and strategy implementation
- Proven leadership skills to support organisational change and employee engagement

# Key Role Information

## Relevant skills, knowledge and experience (continued)

- Relevant tertiary qualification
- Not for profit or human services sector experience (desirable).

## Other role requirements

- Current Queensland C Class driver's license
- Current Positive Notice Blue Card
- Current National Police Check.

## Additional information

- Note: An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence and training. All people employed by YFS are required to observe its policies and procedures.
- Employment in the position will be subject to an annual Performance Plan and Review, with initial appointment subject to a probationary period of five months.



# Get in Contact



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