

Position Description

Senior Adviser, Service Design & Productisation

Strategy, Advocacy & Engagement

April 2026

Agreement

Signed—Manager

Signed - Employee

Date

Date

1. Overview of Wesley Mission

Wesley Community Services Limited, a company limited by guarantee pursuant to the Corporations Act 2001, is a Public Benevolent Institution operating as Wesley Mission to conceive, develop and deliver services and programs to provide direct relief of poverty, sickness, suffering, distress, adversity, disability, destitution, and helplessness in New South Wales and other parts of Australia as inspired by the work of Jesus Christ in Word and deed.

Our vision is: "...doing all the good we can because every life matters".

Out of Christian love and compassion we are driven by Soft Hearts: Open Hands: Sharp Minds (and) Hard Feet.

Our strategic plan is based on four key directions, namely:

- Deepening our Word & deed
- Claiming our prophetic voice
- Extending our impact
- Strengthening our organisation.

The range of community services we provide is amongst the most diverse of any Australian organisation. We are one of the largest community services organisations operating in NSW and the ACT, our work extending to other states and territories through our work in suicide prevention.

2. Overview and purpose of Strategy, Advocacy & Engagement

The purpose of Strategy, Advocacy & Engagement is to enable Wesley Mission to exercise its prophetic voice, advance its strategic priorities by shaping the systems that impact the people we serve, strengthening the organisation's influence, and supporting our services to achieve sustainable, long-term impact.

It achieves its purpose by leading a coordinated, organisation-wide approach to strategy and business planning; policy development and reform advocacy; government relations and political engagement; stakeholder and alliance development; campaigns and public positioning — ensuring that Wesley Mission speaks with one clear, credible and values-driven voice, and that our influence directly supports service delivery outcomes, funding sustainability and long-term impact.

Services include : organisational strategy and business planning; strategic advocacy and campaigns to address systemic drivers of need; government relations and political engagement to support service priorities and reform agendas; policy development, research and submissions informed by service data and lived experience; stakeholder, alliance and partnership development to strengthen impact and reach; public affairs, media and issues management aligned to organisational priorities; movement building, community mobilisation and supporter engagement; and organisational positioning, key narratives and strategic messaging.

Its work is inspired by the organisation's vision, guided by its mission, informed by its strategy and underpinned by its values.

3. Purpose of role

The purpose of the role is to lead service design and productisation activity within the Impact & Growth function, identifying scalable solutions to community need and strengthening Wesley Mission's readiness for funding and commissioning opportunities.

The role focuses on working with program areas, particularly services approaching tender or commissioning, to improve service design, clarify value propositions and enhance outcomes readiness. This includes supporting the development, testing and refinement of scalable service propositions that are investable, credible and aligned to organisational priorities.

The role also supports the bid management process by contributing specialist service design and productisation expertise, including submission support, while not holding primary accountability for bid delivery.

4. Relationships

Reports to:	Head of Impact & Growth
Key relationships:	Adviser, Tenders, Grants & Growth Senior Business Analyst, Outcomes & Impact Strategy & Policy Team Adviser, Government Engagement Campaign Lead - Gambling Reform Community Services Division Marketing & Fundraising Division
Industrial instrument:	SCHADS Award (Social, Community, Home Care and Disability Services Industry Award) Level 7

5. Major role responsibilities

- Lead service design and productisation activity within the Impact & Growth function, identifying scalable service propositions that respond to community need, commissioning priorities and proactive growth opportunities.
- Work with program areas, including services approaching tender, commissioning or scale opportunities, to strengthen service design, clarify value propositions and improve readiness for funding and growth pathways.
- Identify opportunities to diversify revenue through scalable service propositions outside formal tender processes, including development of proactive pitches and commissioned offers.
- Apply service design principles to support the development, testing and refinement of scalable, investable service models aligned to organisational priorities.
- Support the identification and prioritisation of productisation opportunities in collaboration with the Head of Impact & Growth and service leaders.

- Contribute specialist service design and productisation expertise to the bid management process, including submission support such as drafting, while not holding primary accountability for bid delivery.
- Support program teams to articulate clear service models, outcomes, assumptions and delivery approaches for inclusion in funding submissions, proactive proposals and commissioned offers.
- Develop productisation artefacts, including service descriptions, logic models, value propositions and scale pathways.
- Collaborate with the Impact & Outcomes capability to ensure service propositions are outcomes-ready and supported by credible evidence.
- Support transition and handover of viable, scaled service propositions into service portfolios, maintaining clear documentation and shared understanding.
- Work collaboratively across Impact & Growth, service portfolios, Strategy & Policy, Government Engagement and Marketing to enable coordinated growth activity.
- Contribute to continuous improvement of productisation, service design and growth practices across the organisation.
-

6. Professional responsibilities

- Support and work in a way that is consistent with the organisation's mission of continuing the work of Jesus Christ in Word and deed.
- Ensure your own health and safety and the health and safety of others by behaving safely at all times in relation to work. Report hazards and incidents to your supervisor and in accordance with the organisation's Work Health & Safety Management Framework Manual, related safety policies and procedures and site/service procedures. This includes taking part in safety consultations and safety investigations within your service to help resolve them in a timely manner.
- Comply with mandatory requirements for the role including completing all mandatory training required by the organisation.
- Comply and cooperate in good faith with all legislative, regulatory, policy and procedure requirements pertaining to your work.
- Act in good faith in the organisation's best interests, exercise due care and skill in your work, follow reasonable directions, maintain honesty and integrity and the trust and confidence of the organisation, and a positive reputation of the organisation.
- Attend functions, meetings, seminars, training courses and events as required by your supervisor.
- Participate at least annually in the Contribution and Development Plan process for your role for recognition, compliance and development.
- Demonstrate a collaborative, enterprise-wide mindset and actively support teams across Wesley Mission to achieve shared outcomes..

7. Performance Measures

Performance expectations will be set during probation. Thereafter performance measures will be agreed as part of your personal Contribution and Development Plan.

8. Selection criteria

To be successful in this position, you must possess the following:

Demonstrated behaviours

- Conduct consistent with the organisation's Code of Conduct and:
 - Work in accordance with the organisation's Vision, Mission and Values.
 - Value people through kindness, respect, care and support.
 - Foster trust through honesty, integrity, reliability and fairness.
 - Demonstrate personal accountability including in your conduct, compliance, commitment, performance and quality of the service you provide.
 - Contribute to a positive and highly engaged work environment through a positive manner and being a good colleague, collaborator and team player.
 - Demonstrated ability to work collaboratively across teams and functions to support shared organisational goals.
 - Professional judgement, discretion and respect for confidentiality when handling sensitive information.

Essential skills/knowledge

- Demonstrated experience in service design, program development, productisation or related disciplines within a community services, not-for-profit or public sector context.
- Strong understanding of how service design, outcomes and value propositions support funding, commissioning and growth opportunities.
- Practical experience working with program teams to improve service models, readiness for scale and alignment with funder or commissioner requirements.
- Ability to identify and assess opportunities for scalable service propositions, including both tender-driven and proactive growth pathways.
- Experience contributing specialist expertise to funding submissions, proposals or business cases.
- Strong analytical and conceptual skills, with the ability to translate complex service models into clear, structured propositions.
- Well-developed written and verbal communication skills, including the ability to support submission content, service descriptions and executive documentation.

- Proven ability to work collaboratively across multiple teams and functions in a matrixed organisational environment.
- Strong organisational skills, including the ability to manage multiple priorities and work to tight timeframes.

Desirable skills/knowledge

- Experience in a not for profit or community service organisation.
- Exposure to government commissioning, procurement or tender environments.
- Experience applying service design or human-centred design approaches in regulated or funding-constrained environments.
- Exposure to outcomes frameworks, evaluation or evidence-based practice.
- Exposure to, or familiarity with, Wesley Mission's program areas, service portfolios or advocacy priorities.

Training and qualifications

Tertiary qualification in a relevant field (e.g. service design, social sciences, public policy, business, human-centred design or similar), or equivalent experience.

- NSW Drivers License

Agreement

In signing page one, I confirm I have read, understand and agree to work in accordance with this position description. I also understand that this position description is not exhaustive and agree to comply with all reasonable requirements of me in addition to those specified in the position description.