

Senior Manager Strategic Design

February 2023

Reporting to:	Director Product & Technology
Direct reports:	Senior Service Designer, Service Designer
Status:	Permanent, full-time We support flexible working – please talk to us about what you want.
Salary range:	Commensurate with experience
Location:	Hybrid Model (office in Pyrmont, Sydney)

ReachOut is an inclusive workplace, committed to providing opportunities for people from diverse and often marginalised groups. We encourage applications from people of all ages, backgrounds, and identities. This includes but is not limited to people with living experience of mental health issues and/or recovery, Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds, LGBTQIA+ and people with disability.

About ReachOut

ReachOut is the leading online mental health service supporting young people during tough times.

We help young people feel better about today and the future, no matter what challenge they're facing. ReachOut provides a safe online place where young people can openly express themselves, explore what's happening in their lives, connect with people who understand their situation, and find the resources to help them manage their challenges now and in the future. Anonymous, free and 100% online, ReachOut has been designed specifically for – and with – young people.

From one-to-one support from experienced peer workers, to online forums, as well as tips, stories and resources, ReachOut offers a wide range of support options that allow young people to engage in the ways they want to, when they want to.

About the role

We're in an exciting phase of strategic design and delivery for the future ReachOut. With a deep understanding of our audience, we'll apply human-centered design, lean and agile delivery to create meaningful experiences.

ReachOut is looking for a Senior Manager, Strategic Design who is an outcomes-oriented leader, adaptable to change, and able to be hands-on, using strong strategic, design and leadership skills to drive change and innovation in line with user needs and organisational goals.

Reporting to the Director of Product & Technology, the Senior Manager, Strategic Design will play a key role in helping shape the evolution of ReachOut's strategy, ensuring the organisation and teams are connected to key shifts in the market and emerging opportunities and ideas to improve customer experience. This requires influencing the future of products and services by planning and executing design-led discovery and strategic initiatives that meaningfully drive outcomes. You will grow the design maturity and capability of ReachOut at all levels to help the organisation shift how products and services are brought to life and evolved.

As head of the Strategic Design team, you will lead and support a team of service designers, champion discovery and co-design and encourage cross-disciplinary collaboration. You will also partner closely with other teams to define strategic growth opportunities; setting up and leading an "experiments" practice to validate, iterate and prioritise opportunities.

Key Responsibilities

- Help shape the evolution of ReachOut's strategy, ensuring the organisation and teams are connected to key shifts in the market and emerging opportunities and ideas to improve customer experience
- Lead a small team of service designers – ensure the delivery of high quality work, provide coaching to develop and achieve their goals and cultivate a vibrant practice and team culture that aligns to ReachOut's wider cultural priorities
- Clarify and prioritise Design initiatives to ensure the team's focus is clear and delivering the most significant value to ReachOut
- Influence the future of products and services by planning and executing design-led discovery and strategic initiatives that meaningfully drive outcomes
- Lead discovery initiatives, distill actionable insights and identify opportunities to deliver impact
- Design and facilitate engaging workshops and sessions with internal and external stakeholder
- Ensure the team and the organisation has the appropriate skills, training and systems in place to design relevant, inclusive services.
- Manage service design activities across multiple initiatives to deliver on strategic goals and vision
- Effectively communicate work to stakeholders across the organisation, bring them on the journey and integrate their input and feedback
- Work collaboratively to identify opportunities, define, scope and prioritise complex cross-functional initiatives to deliver on strategic goals
- Advocate for human-centred design and positively contribute to establishing a design culture at a scaling mental health tech business

Main relationships

With	Purpose
1. Director of Product & Technology	The Director of Product & Technology provides ongoing leadership, management and support
2. Product & Development teams	Work with the Product & Development teams to bring together the design, development and delivery of ReachOut's services and programs
3. Service Delivery team	Partner with the Service Delivery team as Subject Matter Experts and to ensure that Duty of Care (safety) and delivery considerations are given due priority at every stage of service development
4. Research & Insights team	Understand the formative needs and objectives of audience and partner with Research & Impact team to develop and deliver measurable impact
5. Marketing & Fundraising, Operations, and Government Relations teams	Work with other teams to reach audience off platform and support key corporate and government stakeholder initiatives

To be successful in the role, you need:

- Have 7+ years of prior experience in creating and improving service experiences and leading projects and teams
- Bachelor's degree in design, business, psychology, strategy, marketing or another relevant field
- Demonstrated leadership experience with an ability to nurture a team that is connected to the broader organisational vision and culture, ensuring we move as one team in our progress of ReachOut's vision
- Be an exceptional communicator and storyteller, and be able to present well in both written and verbal formats
- Great collaborator and able to manage complex and sensitive consultation with cross-functional teams and diverse stakeholders to reach understanding and alignment to drive innovation and strategic outcomes
- Experience with participatory and co-design techniques and familiarity with utilising models and/or generate propositions for new opportunities to improve user experience and outcomes

- Diverse experience confidently solving a range of complex problems using creativity, design thinking, innovation and general ability to ‘think on your feet’
- Experienced leading large or small projects autonomously and simultaneously
- Ability to develop, assess and prioritise investments in new opportunities against strategic goals, organisational viability and market desirability

We also think it would be useful to have:

- Postgraduate qualification or significant experience in a relevant industry
- Ideally having experience from health, wellbeing and/or social change; with a maturity in understanding the diversity of needs across services
- Love big challenges, and tackle them using a collaborative, human-centred approach
- Experienced in introducing new processes or capabilities in an organization like human centered design and design thinking
- Comfortable working with a remote teams
- Familiar with agile delivery and/or lean processes