

Executive Director

Transformation and Engagement



Go somewhere unexpected

The Role

As the Executive Director Transformation and Engagement, you will lead the transformation program and deliver quality prospects to the program delivery team. You will do this by program managing the transformation of RIC including the management of the overall transformation efforts and the design of the end-to-end customer experience, including the implementation of supporting systems, communications, media and stakeholder activities.

You will be responsible for:

Enterprise strategy development

- Work with the CEO and other key stakeholders to lead the strategy development process for the RIC.
- Leading policy development and review activities and to the extent possible reflect the RIC's customer value proposition in future policy developments.

Policy shaping

- Work with the board, CEO and leadership team to lead government and parliamentary engagement on policy matters.
- Providing operational policy advice and negotiating Australian Government policy in the development of new concessional loan programs and products.
- Preparing and/or signing off on briefs/advice to ministers within broad policy parameters within a defined area of government policy.
- Building and managing strong strategic relationships with a variety of stakeholders including government, industry and the community ensuring the promotion RIC's business objectives.
- Providing government relations advice and support to the CEO.

Transformation management

- Coordinate all activities associated with the transformation including initiative scoping aligned to strategy, integration of initiative timelines and scopes.
- Project management of key initiatives.
- Transformation management to the board and CEO reporting covering performance versus schedule, scope, budget, risks and issues.
- Identifying and leading innovative solutions to deliver the organisation's strategic objectives (CRM project, brand extension/narrative).
- Leading the implementation of new concessional loan programs and products.

Engagement management

- In consultation with key stakeholders, develop the high-level end to end customer experience and value propositions for key target segments.

- Set the strategic direction for national stakeholder engagement activities and oversee their delivery and continuous improvement.
- Lead all marketing, communications and channel management activities to achieve new customers in targeted segments.
- Managing, implementing and evaluating external and internal communications strategies and campaigns to support the business priorities of the RIC making best use of contemporary digital marketing techniques and tools (website, media, social, advertising/marketing, customer relations).
- Establishing systems, processes, governance and evaluation for the entire communications, customer relations, business development and stakeholder engagement function.
- Managing the RIC's outposted Business Development Managers, ensuring that they are provided with the tools, information and support to enable them to provide consistent and accurate information about the RIC to stakeholders.

Leadership and accountability

- Leadership in the implementation and delivery of strategic/major agency activities and initiatives.
- Providing a key escalation point for professional/technical matters related to the specific discipline.
- Taking responsibility for the management and development of all staff in a branch/group.
- Taking responsibility for performance outcomes for a specific program, initiative, or for quality of advice provided.
- Establishing expectations and priorities, monitor performance, coach and develop team members, and creating a positive, dynamic and collaborative work environment.
- Creates a positive, dynamic and collaborative work environment.

This position will also be required to undertake other duties as directed.

Reporting structure

This position will report directly to the CEO.

Job capabilities

RSE leaders require a mixture of technical and management expertise as well as leadership capabilities. This combination of capabilities is critical to effective whole of government work, both in terms of leadership and the range of technical and implementation skills called for to address complex policy and service delivery issues. Reflective of the APS Integrated Leadership System, highly suitable candidates must demonstrate immediate competence across five core capability domains. The behavioural indicators provide examples of the types of behaviours that would be expected at the RSE level and should be reviewed in conjunction with the role's key accountabilities.

Capability domain	Capability indicator	Key behaviours
Shapes strategic thinking	Inspires a sense of purpose and direction	Develops the strategic direction for the business unit and creates a shared sense of purpose by demonstrating how elements of the strategy fit together and contribute to higher-level goals. Encourages others' input and communicates required actions and expected outcomes.
	Focuses strategically	Understands the organisation's direction and role within government and society including the whole-of-government agenda. Considers multiple perspectives when assessing the ramifications of issues. Develops plans that address both current and likely future requirements. Seeks to align business unit activities with strategic priorities.
	Harnesses information and opportunities	Draws on information and alternate viewpoints and monitors information channels to understand new issues of importance to the government. Monitors change in the environment. Seizes opportunities and adjusts approach to respond to threats. Addresses any critical information gaps. Uses knowledge of the organisation to provide a context for others.
	Shows judgement, intelligence and common-sense	Applies intellect and knowledge to weigh up complex information and identify critical factors and issues. Works effectively when all of the information is not available. Explores the options in full and makes sound decisions under pressure. Considers opportunities and anticipates risk. Applies lateral thinking and identifies innovative solutions.

Capability domain	Capability indicator	Key behaviours
Achieves Results	Builds organisational capability and responsiveness	Investigates ways to improve effectiveness by harnessing technology and implementing continuous improvement activities. Builds teams with complementary skills and engages in succession planning. Responds flexibly to changing circumstances, deploys resources astutely and identifies optimum resourcing combinations. Creates a flexible environment that enables others to meet changing demands.
	Marshals professional expertise	Integrates professional expertise into the organisation to improve overall performance and delivery of business unit outcomes. Manages contracts judiciously. Actively ensures relevant professional input from others is obtained and shares own experience.
	Steers and implements change and deals with uncertainty	Adopts a planned approach to the management of programs. Defines high-level objectives and supports translation into implementation strategies. Operates effectively in an environment of ongoing change and uncertainty and maintains flexibility. Actively ensures stakeholders are kept informed during times of change.

	Ensures closure and delivers on intended results	Drives a culture of achievement. Ensures ideas and intended actions become reality and that planned projects result in expected outputs. Strives for quality and ensures compliance with regulatory requirements. Puts systems in place to establish and measure accountabilities. Manages risks that may impede on project outcomes and ensures that key stakeholders are across all relevant issues.
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Capability domain	Capability indicator	Key behaviours
Cultivates productive working relationships	Nurtures internal and external relationships	Builds and sustains relationships within the organisation, with the minister's office, across the APS and with a diverse range of external stakeholders. Looks for shared agendas and uses these to bring people together. Shows a commitment to client service through own actions and those of the business unit.
	Facilitates cooperation and partnerships	Brings people together and encourages input from key stakeholders. Facilitates cooperation within and between organisations. Promotes the reciprocal sharing of information to build knowledge. Fosters teamwork and rewards cooperative and collaborative behaviour. Resolves conflict and manages the sensitivities involved.
	Values individual differences and diversity	Recognises the positive benefits that can be gained from diversity and capitalises on these for the benefit of the business unit. Harnesses understanding of differences to anticipate reactions and enhance interactions. Recognises the different working styles of individuals and tries to see things from different perspectives.
	Guides, mentors and develops people	Encourages and motivates people to engage in continuous learning and empowers them by delegating responsibility for work. Sets clear performance standards and gives timely praise and recognition. Makes time for people and offers full support when required. Delivers constructive feedback and manages under-performance. Offers support in times of high pressure and engages in activities to maintain morale.

Capability domain	Capability indicator	Key behaviours
Exemplifies personal drive and integrity	Demonstrates public service professionalism and probity	Adheres to and promotes the RIC Values and Code of Conduct and acts with utmost integrity and professionalism. Encourages these standards in others. Operates professionally and within the boundaries of organisational processes and legal and public policy constraints. Represents the organisation effectively in public and internal forums and advocates the corporate agenda.
	Engages with risk and shows personal courage	Provides impartial and forthright advice. Is prepared to make tough corporate decisions to achieve desired outcomes. Challenges and encourages debate on difficult or controversial issues. Stands by own position and supports others when required. Takes responsibility for mistakes and learns from them. Seeks guidance and advice when required.
	Commits to action	Commits to achieving key outcomes for the organisation. Demonstrates personal drive, focus and energy. Galvanises others to act. Acts decisively and initiates urgent action to overcome difficult problems.
	Displays resilience	Persists and focuses on achieving organisational objectives even in difficult circumstances. Monitors own emotional reactions and responds to

		pressure in a controlled manner. Displays a positive outlook and maintains momentum in difficult situations.
	Demonstrates self-awareness and a commitment to personal development	Examines own performance and regularly seeks feedback from others. Confidently promotes areas of strength, acknowledges development needs and proactively identifies related learning opportunities to extend skills and experience. Reflects on own behaviour and recognises the impact on others.

Capability domain	Capability indicator	Key behaviours
Communicate with influence	Communicates clearly	Confidently presents messages in a clear, concise and articulate manner. Focuses on key points for the audience and uses appropriate, unambiguous language, and explains the implications and ensures the conclusion is clearly conveyed. Selects the most appropriate medium for conveying information and structures written and oral communication to ensure clarity.
	Listens, understands and adapts to audience	Seeks to understand the audience and tailors communication style and message accordingly. Listens carefully to others and checks to ensure their views have been understood. Anticipates reaction and prepares a response to address the audience's concerns. Checks own understanding of others' comments and does not allow misunderstandings to linger.
	Negotiates persuasively	Approaches negotiations with a strong grasp of the key issues. Presents a convincing and balanced rationale. Anticipates the position of the other party and is aware of the extent of potential for compromise. Acknowledges and addresses disagreements to facilitate mutually beneficial solutions. Encourages the support of relevant stakeholders. Focuses on the desired objectives and ensures negotiations remain on track.

Knowledge and experience

- Transformation management experience is essential.
- Experience in leading teams is essential.
- Extensive experience in marketing, communications, channel partner and/or community engagement fields is desirable.
- Extensive experience in developing, implementing and evaluating complex data driven digital marketing strategies is desirable.
- Demonstrated capability to lead complex organisational change through personal role modelling and leadership.
- Knowledge of agricultural industries and stakeholders is desirable.
- Experience in working with the media is desirable.
- Australian or state and territory government service delivery experience is desirable.

Desirable qualifications

Relevant qualifications in business, IT, change management or strategy would be highly regarded.

Eligibility/Other requirements

- This position will involve travel across Australia, potentially for periods of multiple days.
- A current driver's license is a mandatory requirement.
- Australian Citizenship is a mandatory requirement.
- The successful candidate may be required to apply for a baseline security clearance. For more information on baseline security clearances, click [here](#).

Delegations

This position has been allocated specific CEO sub-delegations under the Regional Investment Corporation Act 2018; these delegations will be allocated on commencement of the position.

Our Agency

The Regional Investment Corporation (RIC) is a Federal Government-backed specialist finance provider for farmers and farm-related small businesses.

Our loan programs encourage growth, investment and resilience in Australia's regional communities.

We were established under the Regional Investment Corporation Act 2018 (RIC Act).

Our people

At the RIC, our people have vision. They're building a leading Commonwealth agency known for contemporary service, expertise and integrity. They are committed, innovative and their achievements are celebrated. They are diverse too, as diverse as the work we do. They're empowered, collaborating across boundaries and engaging with our clients and partners to deliver real outcomes across the agriculture sector.

Further information about what we do who, who we are and our business can be accessed via the [RIC Website](#) and the [RIC LinkedIn page](#)

Our offer

This is a full time, fixed term position which is based in Orange NSW. We offer the opportunity to work for a competitive salary as part of a values-based, client-centric and highly professional agency. Our contemporary workspaces provide the tools and technology you need to deliver your best work. Our continuous investment in your professional growth and development ensures you'll never stop learning. We offer flexibility to provide work/life balance for you, generous leave (with the ability to purchase more), 9.5% superannuation, a national presence and an opportunity-rich environment where you can take charge of your career and go somewhere unexpected.

To apply

If you are interested in applying for this position, please contact Tim Berryman on tim@berrymanexecutive.com.au who will provide you with the full information about the position including the application process and criteria.