

	<b>Position Title:</b>	<b>Senior Manager Client Experience &amp; Service Development</b>
	<b>Program:</b>	<b>Family Violence</b>
	<b>Band:</b>	<b>E</b>
	<b>Classification:</b>	<b>Senior Manager</b>
	<b>Date:</b>	<b>April 2026</b>

## ROLE CONTEXT

The Senior Manager, Client Experience & Service Development provides senior-level strategic expertise to improve client experience, uplift practice, strengthen internal systems, and enable future growth opportunities across the Family Violence program.

Alongside the Director Family Violence, the role will build organisational Family Violence capability and literacy uplift, drive quality and compliance projects, develop funding and growth opportunities (including fee-for-service), and develop evidence-driven insights that support program development and funding diversification.

This role will collaborate with and support the Family Violence Senior Leadership team in delivering Family Violence strategic goals and continued development and implementation of the services portfolio.

## PRIMARY OBJECTIVES OF THE ROLE

The Senior Manager Client Experience & Service Development is responsible for:

- Strengthen client experience and service quality through program wide improvement initiatives, workforce development utilising evidence informed approaches.
- Support programmatic consistency across Berry Street Yooralla, contributing to strong systems, compliant processes and aligned practice.
- Develop and progress growth opportunities including fee for service offerings, partnership development and new/alternative funding streams.
- Build the Berry Street Yooralla Family Violence program’s “data story” to support strategic planning, executive decision making, external engagement and tender readiness.
- Provide senior specialist leadership to two direct reports responsible for quality, capability-building and development functions.
- Supporting organisational uplift in family violence literacy, capability and consistent practice across teams.

## REPORTING RELATIONSHIPS

The Senior Manager Client Experience & Service Development will report into the Director, Family Violence.

The role has two direct reports who support operational quality, capability building and business development components of the program.

## EXPECTATIONS

- Conduct oneself in accordance with the Berry Street Yooralla Code of Conduct, which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement.
- Raise all health, safety, and wellbeing issues or concerns with managers, observe all safe work procedures and instructions, and take reasonable care for their own safety and for the safety of work colleagues by always operating in a safe and appropriate manner.
- Participate in regular supervision, performance planning and review processes and probationary reviews.
- Complete mandatory training within designated timeframes.
- Berry Street Yooralla is committed to service delivery that prioritises and celebrates diversity and inclusion. Every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality, or religion.
- Berry Street Yooralla is committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify as LGBTIQ+.
- Berry Street Yooralla is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children, in accordance with our legal obligations including MO 1359 and child safe standards.

ROLE RESPONSIBILITIES	Specific responsibilities, duties and tasks
<p><b>Operational Service Delivery</b></p>	<ul style="list-style-type: none"> <li>• Support specialist family violence practice and professional development of practitioners.</li> <li>• Provide authoritative advice to internal and external stakeholders regarding contemporary specialist family violence practice.</li> <li>• Keep accurate and complete records in accordance with legislative requirements and the department's records and privacy policies and security requirements.</li> <li>• In collaboration with the Program Director, take a leading role ensuring service delivery and program performance meets strategic and operational objectives with a focus on continuous quality improvement.</li> <li>• Provide oversight of risk identification, WHS responsibilities, high risk decision-risk decision making, critical incident response and quality-making, critical incident response and quality-of-care issues, ensuring compliance with statutory and organisational requirements</li> </ul>
<p><b>Leadership</b></p>	<ul style="list-style-type: none"> <li>• Oversee recruitment, induction and supervision of staff; ensure annual PDPs are completed; support staff wellbeing; monitor workloads; ensure team compliance with mandatory training; and provide coaching and development in line with policy.</li> <li>• Lead by example in actively promoting and implementing the requirements of Berry Street Yooralla's positive duty to provide a safe workplace, health and safety management system – policies, procedures, and processes. Including, holding staff</li> </ul>

	<p>accountable for observing all safe work procedures, rules, and instructions.</p> <ul style="list-style-type: none"> <li>• Provide feedback and wellbeing support through probationary reviews, regular supervision meetings, annual performance planning and review.</li> <li>• Ensuring direct reports have completed all mandatory training and development required for their role.</li> <li>• Provide coaching, guidance and direction to two direct reports focused on quality, capability and growth functions.</li> </ul>
<p><b>Client Experience &amp; Quality Improvement</b></p>	<ul style="list-style-type: none"> <li>• Lead program-wide quality initiatives to strengthen service consistency, client outcomes, and compliance with relevant Victorian standards (e.g., MARAM, Child Safe, service agreements).</li> <li>• Conduct 3–6-month review of reflective practice across the Family Violence program and deliver a formal recommendations report.</li> <li>• Strengthen client feedback loops, including the review and expansion of the Berry Street Yooralla’s Family Violence Outcomes Framework.</li> <li>• Oversee quality assurance activities, service audits and continuous improvement cycles.</li> </ul>
<p><b>Program Capability &amp; Family Violence Literacy</b></p>	<ul style="list-style-type: none"> <li>• Support an organisation w-ide uplift of family violence literacy, ensuring consistent understanding across teams beyond the Family Violence program (including disability, complex care, out-of-home care counselling and shared services teams).</li> <li>• Collaborate with Senior Managers, Practice Leads and Team Leaders to strengthen skills in risk assessment, trauma informed practice, intersectional responses- and inclusive practice.</li> <li>• Support workforce capability strategies such as learning pathways, professional development planning and reflective supervision models.</li> </ul>
<p><b>Growth, Funding &amp; Business Development</b></p>	<ul style="list-style-type: none"> <li>• In collaboration with the Program Director, have input into budget development, monitor expenditure and exercise financial delegations in accordance with organisational policies.</li> <li>• Identify, assess and pursue growth opportunities, including fee-for-service offerings, partnerships, tenders, grants and new funding streams.</li> <li>• Lead the development of a business plan reviewing Safe &amp; Together funding, including: <ul style="list-style-type: none"> <li>○ Future funding streams</li> <li>○ Secondary consultation and training opportunities</li> <li>○ Integration with other internal programs</li> <li>○ Future expansion</li> </ul> </li> <li>• Build relationships with external partners, peak bodies and funders to position Berry Street Yooralla as a leader in Family Violence quality and impact.</li> </ul>

<p><b>Program Systems, Data &amp; Improvement</b></p>	<ul style="list-style-type: none"> <li>• Strengthen program systems including Client Data Systems, workflow optimisation, reporting tools and compliance tracking.</li> <li>• Collaborate with data and evaluation teams to create a compelling program “data story” that clearly communicates impact to: <ul style="list-style-type: none"> <li>○ Executive Leadership</li> <li>○ External stakeholders</li> <li>○ Potential funders and tender bodies</li> </ul> </li> <li>• Ensure data is used proactively for planning, quality improvement, advocacy and decision-making.</li> <li>• Ensure accurate and timely reporting, maintain client records, and utilise mandated data and case management systems.</li> </ul>
<p><b>Collaboration &amp; Knowledge Sharing</b></p>	<ul style="list-style-type: none"> <li>• Partner with program leadership across Family Violence, Complex Care, Disability and Children &amp; Family Services to align practice and share learnings.</li> <li>• Act as a subject matter expert representing the Family Violence program at organisational committees, working groups and external networks.</li> <li>• Build relationships with internal stakeholders to gather input, ensure consistency, and align proposals with service delivery models.</li> <li>• Maintain a shared repository of past submissions, funder information, content, and learnings to improve future success rates.</li> <li>• Work collaboratively with external stakeholders as needed.</li> <li>• Contribute to capacity building across the organisation in relation to grants, tenders, and submissions.</li> <li>• Build and maintain collaborative relationships with government departments, other key stakeholders, partners and sector agencies to support coordinated service delivery.</li> <li>• In collaboration with the Program Director, identify opportunities for program growth, lead service development proposals, contribute to tenders and advocate for service improvement.</li> </ul>
<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• May be required to participate in afterhours/-hours/on call-call rosters, travel between sites and work flexibly based on operational needs.</li> <li>• Other duties as required</li> </ul>

## KEY SELECTION CRITERIA

- Excellent written and oral communication skills (including public speaking, presenting, and facilitation skills).
- Demonstrated ability to flexibly manage competing priorities, monitoring workloads and practising and promoting self-care strategies.
- Demonstrated senior expertise in family violence service delivery, quality improvement or program development in the Victorian community services or disability sector.
- Strong understanding of Victorian Family Violence reforms including the MARAM Framework, Information Sharing Schemes, and Child Safe Standards.
- Proven ability to lead quality, capability-building or client experience initiatives across complex programs.
- Demonstrated experience in program growth, business development, tender writing or funding diversification within human services.
- High-level skills in data interpretation, analysis and impact storytelling for executive and external audiences.
- Exceptional stakeholder engagement skills with the ability to influence across teams and disciplines.
- Experience leading small teams with a coaching and capability-building focus.
- Strong commitment to diversity, equity, inclusion and safe, accessible services for all community members.

## QUALIFICATIONS AND OTHER REQUIREMENTS

- A minimum Bachelor level qualification in Social Work or recent employment in the family violence sector or equivalency met through the 7 Equivalency Principles in line with the minimum mandatory qualification requirements. Please see <https://www.vic.gov.au/mandatory-minimum-qualifications-specialist-family-violence-practitioners> for further information.
- At least 5 years working in a leadership or similar role within the Specialist Family Violence sector.
- Experience developing, leading service improvement projects.
- Staff members must hold a valid WWCC and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.

## HIGHLY DESIRABLE

- A deep understanding of the Child, Youth and Families Act 2007 and the Family Violence Protection Act 2008.
- An understanding of contemporary family violence frameworks
- Experience in growing fee-for-service programs within the social services sector.
- An entrepreneurial mindset.

## ABOUT THE SPECIALIST FAMILY VIOLENCE SERVICE

Berry Street Yooralla's Family Violence Service provides specialist, integrated support to victim survivors of family violence and their children across Victoria. We support cisgender heterosexual women and their children, as well as LGBTIQ+ individuals and families, acknowledging the diverse identities, contexts and experiences of the people we serve.

Our practice is grounded in an intersectional feminist framework and aligned with the Family Violence Capability Framework and MARAM Framework. We recognise gender inequality as a key driver of family violence, while also acknowledging the broader social, cultural, structural and historical factors shaping how violence is experienced. This includes the ongoing impacts of colonisation for Aboriginal and Torres Strait Islander communities, the diverse experiences of culturally and linguistically diverse (CALD) communities, and the power imbalances faced by people with disability.

Berry Street Yooralla Family Violence Service operates across the Department of Fairness, Families and Housing Areas of Central Highlands, Hume Merri-Bek and North East Melbourne Area. Providing services across three Orange Door Sites, a variety of integrated victim-survivor response services as well as a People Using Violence program which operates only in Central Highlands area.

Across all service areas, we promote safety, empowerment, agency and self-determination, tailoring responses to each person's unique circumstances, identity and lived experience. We recognise the profound and distinct impacts of family violence on children and young people and embed child centred and trauma informed practice across all aspects of service delivery.

We operate within a collaborative and supportive team environment, working closely with internal partners, community organisations and statewide family violence coordination structures to deliver consistent, high quality and accessible support across Victoria.

## OUR VALUES

**We expect all staff to apply these Values in all aspects of their work.**

**Courage:** to never give up, maintain hope and advocate for a 'fair go.'

**Integrity:** to be true to our word.

**Respect:** to acknowledge each person's culture, traditions, identity, rights, needs and aspirations.

**Accountability:** to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used wisely.

**Working Together:** to collaborate with our clients, each other and our colleagues to share knowledge, ideas, resources and skills.

Berry Street Yooralla is committed to being a child safe, child friendly and child empowering organisation.

**In everything we do we seek to protect children**

## INHERENT REQUIREMENTS OF WORK ACTIVITIES/ENVIRONMENT

The following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
<b>Client Facing and Service Delivery</b>	Work with clients who may have a physical, psychiatric, or sensory disability.	Regular
	Interact with clients and members of the public who may display the full range of emotional expressions, including parents, partners, significant others, family members, advocates, doctors, police.	Regular
	Work with complex clients which may expose you either directly or vicariously to emotionally challenging concepts such as self-harm, trauma, illegal activity and/or violence.	Regular
	Drive vehicles with possible distractions from client behaviour, verbal or physical.	Not Applicable
	Work in a client's home or their family home alone and/or with others.	Not Applicable
	Represent, advocate, and cooperate with legal processes which may include attendance to court.	Occasional
<b>Work Environment</b>	Manage demanding and changing workloads and competing priorities.	Daily
	Work in different geographic locations.	Regular
	Be exposed to all outdoor weather conditions.	Occasional
	Work via computer from home as required.	Regular
	Work office hours with the possibility of extended hours. Flexible arrangements by agreement.	Occasional
	Work rostered hours with the possibility of overtime.	Not Applicable
	Work on-call after hours.	Not Applicable
	Work in an open plan office with no assigned desk.	Daily
	Work in buildings which may require the use of stairs or elevators.	Daily
	Sit at a computer or in meetings/meeting rooms via video conference facilities or in person for extended periods.	Daily
	Work in educational or community facilities.	Occasional
	Drive vehicles possibly over long distances and in all traffic and weather conditions.	Occasional
	Undertake training and professional development activities both internal and external to the organisation.	Occasional
<b>Administrative Tasks</b>	Undertake administrative tasks which may include the following: computer work, filing, data entry, writing reports, case notes/plans and client records. Manage resources and budgets. Research and analyse information and data.	Daily
	Use technology including computers, photocopiers, telephones including mobiles, projectors, televisions, video conference facilities and electronic whiteboards.	Daily