

Director of Research and Impact

June 2021

Reporting to:	CEO	
Direct Reports:	Senior Research Manager, Senior Evaluation Manager	
Employment:	Permanent	Full time We support flexible working. Please talk to us about what would work for you.
Salary range:	Commensurate with experience (~\$155,000 + super + PBI Fringe Benefit)	
Location:	Sydney	

ReachOut values diversity in our workforce. We encourage people from Aboriginal and Torres Strait Islander and culturally diverse backgrounds to apply.

About the organisation

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. Accessed by more than 2-million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.

We've been championing wider access to mental health support since we launched our online service more than 20 years ago. Everything we create is based on the latest evidence and is designed with experts, and young people or their parents. This is why our service is trusted, relevant and so easy to use.

About the role

ReachOut is in an exciting phase of the organisation's development, undertaking a major program of work to shape the future of digital mental health services for young people.

The Director of Research and Impact embeds evidence and impact measurement into the core of ReachOut's strategy and the design and delivery of our products and services, ensuring clarity of the effectiveness and outcomes of our work.

The position oversees a research team of specialists skilled in formative research, co-design with service users, and evaluation research. You'll also work closely with data and analytics roles based within the Digital team, and service design research and UX roles based within the Service Design team.

Building on our existing theories of change, the position will formulate and drive ReachOut's impact and measurement framework. This will involve crafting a point of view around the frameworks, tools, and methodologies that best suit ReachOut's context, which will shape ongoing design and delivery in real time and over time. There's also significant opportunity to inform the sector's broader understanding of how to integrate measurement and evaluation into digital mental health products and services.

To be successful, you must have deep knowledge and experience in formative research and co-design, impact measurement and evaluation – specific to the social sector – and experience using a range of both quantitative and qualitative tools and methods. You'll also have an understanding of human-centered design and be excited to work with our teams to creatively develop new ways of



collecting impact data and measuring the effectiveness our services. An active problem-solver, you are also self-directed and enjoy seeking out the right resources and information to answer complex questions with rigor.

As an integral member of the Leadership Team, you will report to the CEO and bring significant experience in the development of strategy to help shape organisational direction and priorities, and use your strong influencing capabilities across the organisation. You'll be comfortable with change, well organised and an empathetic leader.

The main responsibilities are to:

- Develop ReachOut's impact framework to recognise the existing service and theories of change, and emerging service developments, ensuring we expand and improve impact measurement. You will also ensure research and evaluation findings are translated into clear, impactful communications for non-clinical audiences.
- Oversee the analysis, synthesis, and production of key insights to inform multiple audiences across ReachOut, ensuring impact, understanding and measurement are fit-for-purpose and remain core to the organisation's approach
- Work collaboratively to develop tools and processes that execute ReachOut's impact framework – for both quantitative and qualitative data collection and analysis
- Partner with the Director of Service Design and Delivery to embed the impact framework into the design and delivery of our services and products, ensuring teams are working to drive impactful engagements in real time and over time
- Lead a mixed-method research team to oversee the smooth running of ReachOut's research and evaluation team, ensuring insights organisation-wide are aligned and synthesised in line with ReachOut's impact framework
- Craft and monitor the appropriate mix of evidence required to embed and measure impact, and ensure a strong ROI on all research and evaluation investments across the organisation
- Support teams to envision and embed creative methods for impact measurement into the solutions they're delivering across all stages of the product and service lifecycle
- Develop and sustain relationships with external research and academic partners that support our research agenda, and collaborate with ReachOut's GR, Communications and Fundraising teams to identify insights, strengthen evidence to inspire powerful storytelling efforts, and cultivate relationships with key partners
- Drive experimentation around data collection and analysis through new methodologies and tools
- Balance hands-on practice with empowering your team to make decisions and build an environment that encourages the sharing of knowledge and best practice between teams
- Work as part of ReachOut's Leadership Team to help set organisational strategy and guide change

Required personal and professional competencies are:

- Conceptualising strategies – having a broad vision aligned to a keen strategic mind. Being able to detect patterns and shifts in the market as well as having the capability to plan towards accomplishing long-term goals.
- Adapting to change – applying an exploratory and curious approach, underpinned by a willingness to experiment, take risks and try unconventional methods. Relishing new challenges that takes one out of their comfort zone in the pursuit of learning.
- Gathering and analysing information – being analytical and thorough when gathering and verifying information in order to solve problems effectively.

- Planning and organising – being able to plan effectively and promptly.
- Working together – team working and collaborating with colleagues as well as showing an organisational commitment.
- Interpersonally astute – showing understanding of others, building rapport and managing emotions effectively.

You will work closely with:

With	Purpose
1. CEO	The CEO provides ongoing leadership, management and support
2. Leadership Team	Participate actively in the leadership and management of the organisation and ensure effective collaboration and integration across ReachOut
3. Research and Impact team	Provide ongoing leadership, management and support
4. Service Design and Delivery Team	Ensure research, evaluation and data approaches are fit for purpose at all stages of the product lifecycle Help embed measurement of ReachOut's Theory of Change into the design and delivery of all digital products
5. Marketing, Operations, Government Relations	Work with other teams to deliver research evaluation activities to support product development, marketing, communications and fundraising needs within financial parameters

To be successful in the role, you need:

- Relevant tertiary qualification and / or significant experience (7+ years) in a similar role
- Demonstrated experience of leading impact measurement strategies in a social context
- A commitment to working with service users and an understanding of human centred design, co-design, and lean and agile approaches
- Demonstrated experience managing the full suite of a research and insights function
- Strong understanding of the health context and commitment to the delivery of digital services
- Experience in building and managing strong external relationships
- Excellent written, visual and verbal communication and presentation skills
- Demonstrated leadership, people management and influencing skills with proven ability to translate strategy into programs of work
- Experience working successfully within a cross-functional team environment and to effectively engage internal and external stakeholders
- Able to engage young people and parents in our work in meaningful and creative ways
- Able to live ReachOut's values and behaviours

We also think it'd help to have:

- Experience in mental health or youth-focused services
- An understanding of duty of care in relation to working with vulnerable groups
- Experience developing funding proposals