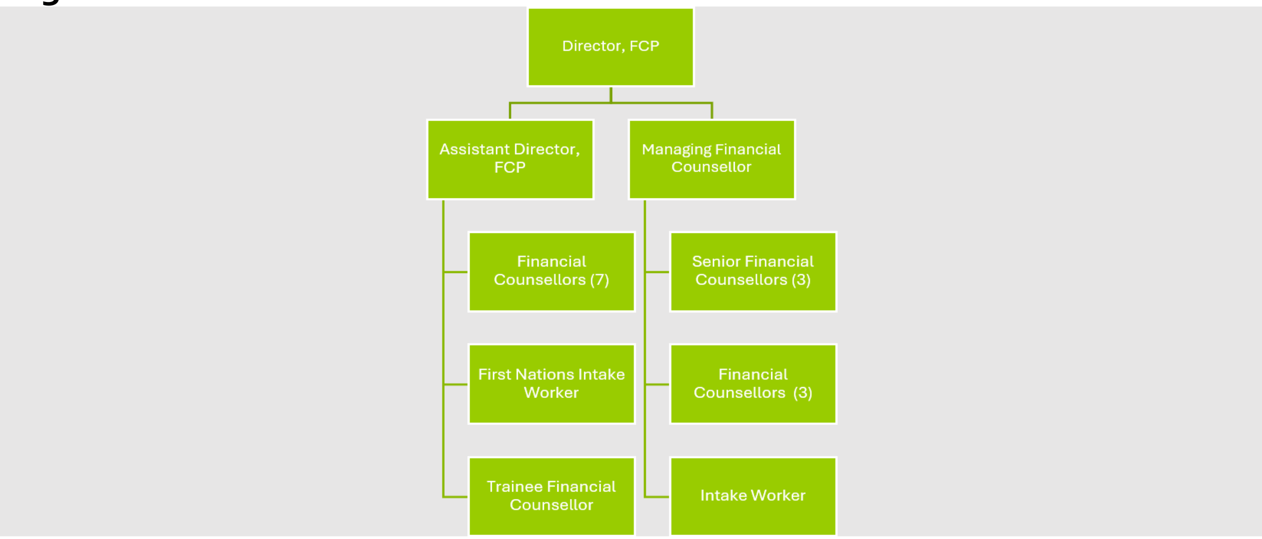
Position Description

Position	*Director of Financial Counselling Practice*
Reports to (position title)	*Chief Executive Officer*
Purpose:	*The Director of Financial Counselling provides strategic leadership of Consumer Action's financial counselling service, ensuring the delivery of high-quality, accessible and impactful services for consumers experiencing vulnerability and disadvantage. As a member of the leadership team, the role is responsible for leading service excellence, workforce capability, risk management, service innovation and sector engagement. The Director drives the integration of financial counselling practice with policy, campaigns, legal services and organisational strategy, ensuring Consumer Action's direct service experience informs systemic advocacy and marketplace reform.*
Direct reports:	*2*
Indirect reports	*Approximately 16*
Scope	*The Director leads Consumer Action's financial counselling function, including service delivery, workforce leadership, professional practice, risk management, quality assurance, stakeholder engagement and service development. The role oversees a high-volume statewide service supporting thousands of consumers annually and maintains strategic relationships across the financial counselling, consumer advocacy, legal assistance and community sectors nationally. Working collaboratively across Consumer Action, the Director ensures financial counselling insights contribute to organisational learning, evidence-based advocacy and improved consumer outcomes.*

Organisational chart:



Responsibilities:

- Provide strategic leadership and direction for Consumer Action's financial counselling service, ensuring alignment with organisational priorities, community needs and funding requirements.
- Provide expert advice to the Chief Executive Officer and Leadership Team on financial counselling practice, emerging consumer issues, service trends and opportunities to improve consumer outcomes.
- Lead the delivery of high-quality, accessible and client-centred financial counselling services, driving service excellence, innovation and continuous improvement.
- Monitor service performance, outcomes and emerging trends, using evidence and consumer insights to inform organisational learning, strategic decision-making and service development.
- Lead, develop and mentor financial counselling leaders and teams, fostering accountability, wellbeing, cultural safety, collaboration and high performance.
- Oversee service quality, professional practice, risk management and compliance frameworks to ensure effective governance and the achievement of professional standards.
- Develop and maintain strategic relationships with funders, sector partners, government agencies, regulators and peak bodies to strengthen sector collaboration and organisational impact.
- Represent Consumer Action in external forums, partnerships and sector initiatives, contributing thought leadership and advancing the organisation's strategic objective.
- Lead the integration of financial counselling practice with policy, campaigns, legal services and strategic advocacy to support systemic reform and improved consumer outcomes
- Contribute to the strategic leadership, governance and continuous improvement of Consumer Action as a member of the Leadership Team.

Qualifications and Experience:

- Relevant tertiary qualification in financial counselling, community services, social sciences, law, public policy, human services or a related discipline, or equivalent demonstrated experience and expertise (mandatory).
- Significant senior leadership experience within financial counselling, community services, legal assistance, consumer advocacy or a related sector (mandatory).
- Demonstrated experience leading service delivery functions and complex operational environments (mandatory).
- Demonstrated understanding of financial counselling practice, consumer vulnerability and issues affecting people experiencing financial hardship (mandatory).
- Accreditation as a Financial Counsellor (desirable)
- Understanding of consumer law, consumer credit law, banking and financial services, debt collection, insolvency and related regulatory frameworks (desirable).
- Experience working within integrated service delivery models that combine direct service delivery, advocacy and systemic reform (desirable).

Key Selection Criteria:

- Demonstrated ability to provide strategic leadership and contribute to organisational direction, service innovation and long-term planning.
- Significant experience leading high-quality financial counselling, community service or client-centred service delivery functions.
- Demonstrated experience leading and developing teams, including performance management, workforce capability development, supervision and employee wellbeing.
- Strong understanding of risk management, governance, quality assurance and continuous improvement principles within service delivery environments.
- Demonstrated ability to analyse service data, emerging trends and consumer insights to inform strategic decision-making and organisational priorities.
- Experience building and maintaining effective stakeholder relationships across government, community, regulatory and sector environments.
- Demonstrated ability to influence systemic change through collaboration, advocacy, service insights and evidence-informed practice.
- Strong communication, engagement and influencing skills, including experience representing organisations in external forums and partnerships.
- Demonstrated ability to lead change, manage complexity and deliver outcomes in dynamic environments.
- Commitment to Consumer Action's vision and values of respect, fairness, reflection and courage, with the ability to foster inclusion, cultural safety and collaboration.

About Consumer Action Law Centre:

Consumer Action is an independent, not-for-profit consumer organisation with deep expertise in consumer and consumer credit laws, policy and direct knowledge of people's experience of modern markets in Victoria. We work for a just marketplace where people have power and business plays fair. We make life easier for people experiencing vulnerability and disadvantage in Victoria, through financial counselling, legal advice, legal representation, policy work and campaigns.

On the land of the Traditional Owners, the people of the Kulin Nations, our dedicated staff work collaboratively and deliver integrated services and projects. We have just over 65 employees and promote a diverse and inclusive culture which upholds our values of respect, fairness, reflection and courage. We strive to be an employer of choice and provide employee benefits which supports work-life balance.

More about Consumer Action can be found on our website, including our Strategic Plan and Impact Report.