

# SHAPE CHAMPION

## Role Title: Shape Strategy Champion

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### Role Purpose:

The 'Shape Strategy Champion' plays a pivotal role in driving the successful delivery of YMCA BCG's strategic plan over the next five years. As a Shape Strategy Champion, you will focus on a key thematic area of the organisational strategy (Safe Communities, Healthy Communities, Aspirational Communities, Protected and Sustainable Communities or Engaged Communities), and support the organisation to deliver its key objectives. As part of a multi-disciplinary team you will track progress made, ensure we remain focused and proactively undertake tasks to drive us forward.

Working closely with Senior Leaders, the Shape Strategy Champion will act as a connector between strategy and execution — translating strategic intent into operational outcomes, identifying risks and opportunities, and fostering a culture of continuous improvement and strategic alignment.

### As a Shape Strategy Champion, you will be involved in the following tasks:

- **Strategic Implementation:**  
Leading the delivery of a designated strategic theme, ensuring objectives, milestones, and KPIs are clearly defined, tracked, and achieved.
- **Stakeholder Engagement:**  
Collaborating with Senior Leadership, department heads, and delivery teams to embed strategic priorities within daily operations and long-term planning.
- **Monitoring & Reporting:**  
Developing and maintain dashboards, reports, and updates to track progress against strategic goals; providing regular insights and recommendations to the Chief Officers and Board.
- **Change Leadership:**  
Acting as a champion for change, helping teams adapt to new approaches, mindsets, or structures needed to deliver the strategy.
- **Learning & Feedback:**  
Identify lessons learned and best practices from across the organisation

and use these insights to continuously refine the strategy and its implementation.

**As a Shape Strategy Champion, you will build key relationships with:**

- Chief Officer Team and Senior Leaders
- Other Shape Strategy Champions from across the organisation
- Department Heads and Program Managers
- Board Members
- External Partners and Stakeholders

**As a Shape Strategy Champion, you can expect:**

- Support from your managers to engage in SHAPE Strategy Champion meetings (one per quarter on average)
- Opportunities to have your voice heard and to influence how we embed and deliver the SHAPE strategy
- The chance to be involved at a strategic level
- Up to date information on the deliverables of the strategy enabling you to discuss new ideas and agree actions

**Person Specification:**

All you need to be a Shape Strategy Champion is a willingness to be involved, as management will support you in this position. If the answer is yes to the following questions, you have the skills required.

- Are you keen to be involved at a strategic level?
- Would you like to get to know colleagues from outside of your department and work with them to deliver our strategy?
- Are you confident communicating with others?
- Do you have great ideas, but get frustrated you can bring them to action?

\*Please note – your line manager will be asked to authorise that you are able to be a Shape Strategy Champion.

**YMCA BCG Values:**

As part of the your role as a Shape Strategy Champion you will be expected to embody our values of Compassion, Hope, Trust and Inspire in your work and interactions.