



## **RECRUITMENT INFORMATION PACKAGE**

**Collective Purpose**

**Marketing & Operations Coordinator**

## RECRUITMENT PROCESS

- Position to be advertised through various channels, commencing Friday 17 June 2019.
- Closing date for applications – midnight Sunday 9 June 2019.
- Applications to be submitted by email to Matthew Stanley at [jobs@collectivepurpose.org.au](mailto:jobs@collectivepurpose.org.au).
- All applications will be acknowledged by email.
- Applications should include a covering letter addressing all Selection Criteria (see Job Description and advertisement below) and a current resume. **Applications will not progress to interview if all the selection criteria are not addressed.**
- Selected applicants will be invited to attend an interview and will be given at least three days' notice of the time and date.
- Interviews will be conducted by a recruitment panel.
- All interviewees will be asked the same set of questions, although the panel reserves the right to ask additional clarifying questions if necessary.
- The panel will rank eligible applicants in order of preference.
- The panel will confer to confirm its decision. The panel's decision is based on individual merit, taking into account the written application, interview, and referees' comments.
- The panel will check references as provided by the selected applicants.
- The successful applicant will be offered the position. If they decline, the position will be offered to the next ranked person.
- All unsuccessful interview applicants will be notified in verbally or in writing, by the convener of the panel, as soon as possible after the recruitment process is completed.

### Contact details

Contact: Matthew Stanley, General Manager  
Address: Level 5, 501 / 80 William St, Woolloomooloo, NSW 2011  
Telephone: 02 9339 6050  
Email: [jobs@collectivepurpose.org.au](mailto:jobs@collectivepurpose.org.au)  
Website: [www.collectivepurpose.org.au](http://www.collectivepurpose.org.au)

## FOUNDING ORGANISATION PROFILES

### Way Ahead (Mental Health Association NSW)

<i>Type of organisation:</i>	Non-government organisation, registered charity, PBI status, DGR status
<i>Funding sources:</i>	NSW Health, Mental Health Commission of NSW (MHC NSW) donations and bequests
<i>Geographical focus:</i>	NSW and Qld (limited)
<i>Issue focus:</i>	Mental health promotion, mental health and mental illness education
<i>Industry focus:</i>	Information, health promotion, support, advocacy
<i>Website:</i>	<a href="http://www.wayahead.org.au">www.wayahead.org.au</a>

### BEING – Mental Health and Wellbeing Consumer Advisory Group

<i>Type of organisation:</i>	Non-government organisation, registered charity
<i>Funding sources:</i>	Mental Health Commission of NSW (MHC NSW) and other non-government organisations
<i>Geographical focus:</i>	NSW
<i>Issue focus:</i>	Mental health and wellbeing of mental health consumers
<i>Industry focus:</i>	Systemic advocacy, consumer participation, education
<i>Website:</i>	<a href="http://www.being.org.au">www.being.org.au</a>

### Mental Health Carers NSW (MHCN)

<i>Type of organisation:</i>	Non-government organisation, registered charity, PBI status, DGR status
<i>Funding sources:</i>	Mental Health Commission of NSW and other non-government organisations
<i>Geographical focus:</i>	NSW
<i>Issue focus:</i>	Mental health, education
<i>Industry focus:</i>	Support, education and advocacy for carers
<i>Website:</i>	<a href="http://www.mentalhealthcarersnsw.org">www.mentalhealthcarersnsw.org</a>



## POSITION DESCRIPTION

### Marketing & Operations Coordinator

17 May 2019

<b>Organisation:</b>	Collective Purpose
<b>Title:</b>	Marketing & Operations Coordinator
<b>Employment type:</b>	Fulltime – 38 hours per week
<b>Salary:</b>	Social Community Home Care and Disability Services Award 2010 Level 4, Pay Point 1. \$67,300 ex superannuation
<b>Location:</b>	Suite 501, 80 William Street, Woolloomooloo
<b>Reports to:</b>	General Manager
<b>Supervises:</b>	Administration Assistant (part time) Hub Assistant (casual)

#### About

Collective Purpose works for community managed mental health and wellbeing organisations. Our purpose is to improve the sustainability of the sector by sharing services and resources and providing a hub for collaboration and innovation.

Our shared services model provides cost effective business administration support to clients, allowing them to devote more of their time and money to their core mission. As a co-working hub, we offer office space and meeting rooms in the heart of Sydney at affordable prices. Our dynamic, contemporary space is designed to provide a stimulating and inclusive environment where people love to come to work. We bring people and organisations together through our networks, forums and events.

#### Role description

The Coordinator oversees the operation of the coworking and meeting room services Collective Purpose offers. This includes responsibility for the co-working experience, managing meeting room hire and sector development events. This involves creating and maintaining business processes, hands on work with clients, facilities management, project work and reporting.

The Coordinator will also develop and execute marketing strategies that promote Collective Purpose services; including co-working, shared business services, sector development events and meeting room hire. The Coordinator will create, manage and refine marketing campaigns that elicit community engagement and product & service leads.

This position reports to the Collective Purpose General Manager.

## Duties and Responsibilities

### Operations:

- Maintain excellent standards of customer service with both internal occupants and external clients, leading and cultivating a culture of outstanding customer service within the Hub team.
- Manage the meeting room booking system, oversee the invoicing procedure and supervise the customer service experience.
- Set up, pack down and provide assistance to meeting room customers.
- Oversee and coordinate the coworking space, including furniture and equipment monitoring, stock management and the cleanliness of reception, kitchen and meeting room spaces.
- Set up, induct, assist and outboard co-workers.
- Manage communications to coworking members
- Monitor existing virtual office clients and set up new clients using the IT support helpdesk
- Coordinate sector development events by liaising with stakeholders, advertising, and administrating product collateral
- Foster community and wellbeing through supporting and organizing wellbeing events.
- Develop, implement and maintain administration processes, systems, policies and procedures, and documentation, including ensuring relevant documents are readily available
- Assist other business functions to make systems efficient and robust for all team members
- Supervising the Administrative Assistant, including rostering, training, delegating, mentoring and developing
- Supervising the Hub Assistant, including rostering, training, and delegating
- Provide back-fill reception support as needed.

### Marketing:

- Refine marketing goals and establish KPIs in collaboration with the General Manager
- Develop and run marketing strategies for the products and services Collective Purpose offers
- Report on and evaluate the success of those strategies
- Develop and coordinate an events program for the coworking community
- Help develop and maintain a partnerships strategy
- Maintain contact and mailing list databases
- Maintain and update the Collective Purpose website

### Essential Selection Criteria:

- Relevant tertiary qualification or experience
- Excellent verbal and written communication
- Ability to communicate complex and broad service offerings
- Excellent relationship management
- Effective negotiation and problem-solving skills
- Previous experience within marketing, sales or community engagement
- Advanced computer literacy, must be comfortable with the Microsoft Office Suite and dealing with data sets
- Comfortable troubleshooting IT and AV technology
- Proactive in identifying tasks that need completing
- Experience working within funding and budgetary confines

### **Desirable Selection Criteria:**

- Experience in co-working operations

### **Essential Behavioural Competencies:**

- Customer service orientation
- Strong administrative and time management skills
- Ability to work independently and autonomously or within a team
- Ability to multitask, meet deadlines and work effectively under pressure
- Attention to detail/quality orientation
- Planning and organising work management
- Readiness to recognise and implement efficiencies within work practices
- Effective relationship building
- Respect for others
- Teamwork / collaboration
- Judgement / problem solving
- Adaptability and flexible working style
- Initiative

## ADVERTISEMENT FOR THE POSITION



### Marketing and Operations Coordinator

The Marketing and Operations Coordinator plays a key role in growing and supporting co-working and other services at Collective Purpose. She or he is responsible for the systems and processes that support our members and the hands-on operation of the space. The Coordinator is also responsible for developing and executing marketing and engagement strategies to help grow our community.

Our mission is to improve the sustainability of the mental health and wellbeing sector by sharing services and resources and providing a hub for collaboration and innovation. As a co-working hub, we offer office space and meeting rooms in the heart of Sydney. Our space is designed to provide a stimulating and inclusive environment where people love to come to work. We bring people and organisations together through our networks, forums and events.

Working at Collective Purpose will allow you to make a difference in the NFP and community managed mental health sector, as well as allowing you to take ownership over your work. Collective Purpose values flexible working conditions, wellbeing in the workplace and offers salary packaging to its employees.

Collective Purpose is situated in Woolloomooloo, NSW.

Salaries are based on the Social, Community, Home Care & Disability Services Award (SCHCADS) salary range is Level 4, \$67,300 per annum plus super and salary packaging.

Applications should include a covering letter addressing all Selection Criteria and a current resume.

**Applications will not progress to interview if all the selection criteria are not addressed.**

Applications to be submitted by email to Matthew Stanley at [jobs@collectivepurpose.org.au](mailto:jobs@collectivepurpose.org.au). For phone enquiries call 02 9339 6050.

Applications close at midnight on Sunday 9 June 2019.