



## Marketing & Operations Coordinator

### Position Description

14 May 2019

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

## 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

Conditions of employment are as detailed in the Social, Community, Home Care & Disability Services Award (SCHCADS), a copy of which is available in the workplace and online.

### **Verification**

We have read this position description and are satisfied it accurately describes the position and agree to the position description.