



## General Manager – Product & Marketing

### – Position Description –

#### About Us

EthicalJobs.com.au is working to change the world, one job at a time.

We bridge the gap between thousands of not-for-profit organisations that strive to make our world a better place, and all the passionate, values-driven job-seekers who want to “work for a better world”.

As a for-profit social enterprise and one of Australia’s top job-search sites for the not-for-profit sector and beyond, **our platform supports the work of more than 6,000 organisations** around the country, and has a passionate community of **280,000 unique users** using the site each month. And we’re growing!

(We also run the [Not-For-Profit People Conference](#). Now in its eighth year, it’s Australia’s largest event focused on how to attract, manage, train and retain the best people for the NFP sector, attracting 500+ attendees each year.)

You’ll be joining a dedicated, passionate and successful team of 24 people who share a vision of a more equitable, just and sustainable world.

Our spacious office in Collingwood has loads of natural light, high ceilings, standing desks, a large outdoor deck for lunch in the sun and drinks after work, and great food and coffee just around the corner.

#### About the Role

This is a rare opportunity to play a leading role in the ongoing success of a fast-growing social enterprise software company.

You’ll be one of two General Managers leading a dedicated, passionate and successful organisation, with people who share a vision of a more equitable, more just and more sustainable world.

This role has broad oversight of two of our key teams:

- **(Digital) Product** – currently 7 people; and
- **Marketing & Communications** – currently 2 people.

Plus responsibility for:

- **Strategic planning** and execution
- **People & Culture** – including recruitment, performance development and culture initiatives
- **Events** – predominantly working with external contractors on our [Not-For-Profit People Conference](#)
- **Office & Operations** – including co-managing our Office Manager

With big growth plans, we’re aiming to expand our team over coming years, and you’ll play a key role in making this happen.

## About You

First and foremost, you're someone who's passionate about making a difference and "working for a better world", and you're excited about the work EthicalJobs.com.au does!

You're also experienced: you've played a leading or senior role in a small or medium-sized tech-focused organisation, including previously overseeing in digital product and/or marketing teams.

Having worked with Product teams before, you're very familiar with Agile and Scrum methodologies and how to make them work well.

And you're a leader of people. Having managed a high performing team, you've got a good understanding of employee engagement and you've got the self-awareness, passion, nous, energy and attention to detail to be successful as a leader in a growing social enterprise software company.

## Key Selection Criteria

### Essential:

1. 8+ years of professional experience, including work in a tech company or tech-focused organisation
2. Strong understanding of digital product development processes including Agile and Scrum
3. Experience recruiting, leading and managing a high-performing teams, including direct management
4. Experience developing organisational and team culture and managing change
5. Project management experience
6. Experience with business process optimisation
7. Fantastic quality standards and attention to detail
8. Demonstrated commitment to "working for a better world"

### Desirable:

- Experience planning or working in marketing
- Understanding of HR concepts and practices
- Events management experience
- Experience working in or with the NFP sector

**Hours:** Ideally full-time, but with an option to work 0.9

**Reports to:** CEO

**Direct reports:** 5 (Head of Product, Engineering Team Lead, UI/UX Designer, Office Manager, Marketing & Comms Manager)

**Salary:** A competitive salary (including participation in our bonus plan) will be negotiated with the successful candidate, based on experience.

## What do you get beyond a great remuneration package?

We're all currently working remotely, but once restrictions ease, you'll get:

- A beautiful office, close to public transport and great food on Smith St
- In-house massage-therapist – visits every 2 weeks to give everyone a 15 minute massage
- A light- and plant-filled work space, with beautiful outdoor deck for outdoor meetings and drinks
- A standing desk

- Unlimited fruit, nuts, chocolate, tea and coffee
- Team lunch every Wednesday
- Pet-friendly workplace – a number of staff regularly bring their dogs in to make the office more fun
- Paid professional development days
- The opportunity to have a real impact on the work of over 6,000 charities and social enterprises across Australia!

### **Excited?**

To apply, please submit:

- A 1-page cover letter that succinctly outlines your relevant experience in relation to the selection criteria (please make it amazing!); and
- A copy of your CV.

If you have any questions about the role please email GM [at] [ethicaljobs.com.au](mailto:ethicaljobs.com.au)

Women, people of colour and people of diverse gender, age and cultural backgrounds are strongly encouraged to apply.

**Application deadline: 9am, Monday 25 January 2021.**

**Please note: Candidates will be reviewed and shortlisted before the application deadline, so early applications are encouraged.**