

**Title**

Account Manager - Programs

About Reground

Reground is a social enterprise delivering waste education and resource recovery services to change behaviour and shift systems. We believe waste is either a design flaw or a resource. Since 2014, we have collected and recovered coffee, chaff and soft plastics from cafés, offices, retail stores and roasteries across Melbourne and Sydney. Since 2017, we have been focused on raising the bar in the waste sector to drive genuine systems change through waste audits, education programs and advocacy. To date, we have diverted more than 2.2 million kilograms of coffee from landfill to community and home gardeners, supporting businesses and households to move closer to being waste-free.

At Reground, values are not a poster on the wall; they are how we work. We operate with integrity, excellence, transparency and curiosity and we take responsibility for outcomes. We are kind and respectful, ambitious and impact-driven. We expect people to be self-aware, coachable and willing to learn fast.

This is not a desk-only organisation. Everyone works in the field at times. You need to be ready to get your gloves dirty at a waste audit, speak with community members and jump on a coffee run when required. We are a small team and the pace can be fast, so strong time management, clear communication and genuine teamwork are essential. We support our people to thrive through professional and personal development. We expect you to bring a learner's mindset and practical curiosity about how to help change the waste system - because that is the work.

Working at Reground

This is an opportunity to create real, lasting impact as part of a progressive organisation with a strong vision and a practical, action-oriented culture. We work four days per week because we believe it supports healthier, happier and more sustainable performance. Our HQ is in Melbourne.

Reground is a high-frequency, learning organisation. We are always improving how we deliver by refining our processes, welcoming feedback and staying open to being challenged because it makes us and our services better. We move fast and execute with care, prioritise well and know the difference between what is "good enough" and what requires our all. We are intentional about protecting a culture that centres our people and the team. You will thrive here if you take personal responsibility, are ambitious, are a forever learner and show up with positivity and energy for the team. We are kind and respectful, and we do hard work with lightness.



About the Role

The Account Manager - Programs is key in growing Reground's programs portfolio, including our Waste Change Management program and Circular Systems. These programs include services such as waste audits, tenant and resident education, engagement activities and workshops. You will identify and cultivate new opportunities, build and maintain high-trust client relationships and bridge the gap between our operational delivery and consultancy capabilities to deliver measurable sustainability outcomes. You will be responsible for both shaping program scope and ensuring outcomes are delivered - this is a hands-on role in a small team.

The Account Manager - Programs will oversee and facilitate the growth and delivery of Reground's programs through partnerships, business development and strong, long-term relationships. This includes conducting site visits, developing proposals (including maintaining and improving proposal templates), following up leads through to conversion and managing the sales pipeline and account activity in HubSpot. You will deliver education to tenants and residents, lead community engagement activities (including across Circular Systems and Waste Change Management programs) and support interviews and surveys using tools and templates (including software such as Fulcrum and SurveyMonkey). You will also coordinate and support waste room installs, provide on-the-ground management as required, maintain day-to-day account management and run an effective contamination feedback loop to protect service quality and customer outcomes.

Key Attributes

The ideal candidate will:

- Be a strong problem solver with a creative mind.
- Be personable, data-smart and energetic
- Possess strong business acumen and strategic thinking.
- Be a people-oriented leader who inspires collaboration.

Key Tasks and Responsibilities

Account Management

- Onboard new accounts
- Create and update account management processes
- Conduct regular client check-ins to ensure engagement and address concerns.
- Exploring retention opportunities where feasible.
- Rapport and relationship development with accounts

Sales, Growth and Outreach



REGROUND

- Drive new business through a combination of cold calling, inbound leads and strategic relationship-building.
- Secure new partnerships and contracts, expanding the company's reach.
- Develop and implement strategies for customer retention and revenue growth.
- Collaborate with the Operations Manager to identify and execute key partnerships.
- Support the Sydney expansions for programs by driving sales efforts, onboarding new clients and establishing partnerships in the region.
- Represent the company at industry events and in public speaking engagements to enhance visibility and credibility.

Operations Support

- Complete site visits and stakeholder check-ins.
- Write proposals, follow up, and maintain the proposal template.
- Manage the HubSpot pipeline and CRM hygiene.
- Deliver tenant/resident education and workshops.
- Lead community engagement across Circular Systems and Waste Change Management programs.
- Coordinate stakeholder interviews/surveys (e.g., Fulcrum, SurveyMonkey).
- Coordinate waste room installs and on-the-ground support as needed.
- Manage accounts day-to-day
- Maintain the contamination feedback loop and corrective actions.
- Work closely with the Operations Manager to assess financial performance and report on key sales and operational metrics.