

GOOD&PROPER

Job title: Head of Operations

Type: Permanent, part-time, 0.6-0.8 FTE (3-4 days p/w), with room to grow

Salary: D.O.E, pro-rata, plus 12% super, and generous leave policies.

Location: Melbourne, hybrid

Background

GOOD&PROPER is an independent, B Corp, Melbourne-based creative communications agency working with purpose-driven brands and non-profits. We help our partners find and tell their most impactful stories and inspire their audiences into action. Our work sits at the intersection of marketing, advertising and journalism, and we specialise in developing narrative and creative strategies that span content production, social, PR, and paid. We don't just develop strategy, we execute those strategies too – acting as a plug-in marketing, PR and content production team for our partners. We're a small, tight team that punches well above our weight, and we're looking for someone to help us run smarter as we grow.

The role

Our business has grown organically every year since we were founded in 2020. We love our work and we love our team, and we're now hiring a Head of Operations to own the engine room of our agency, and help us further develop the necessary internal infrastructure to help us grow comfortably and sustainably into the future.

This is a senior, hands-on role for someone who thrives on bringing essential structure to a creative business – someone who can hold the operational, financial, and administrative threads of the agency together while the rest of the team focuses on delivering impactful work for our partners.

You'll be the right-hand person for our Managing Director and have real ownership over how the business runs day to day. This is not a support role, it's a leadership role, and we're looking for someone who'll treat it that way, and who has the confidence and initiative to make decisions that increase our effectiveness in the short-term while keeping an eye on strategic risks and opportunities that can help us continue to grow and deliver meaningful impact for our partners.

Responsibilities

Operations, systems, processes and workflow

You'll own our project management infrastructure, making sure jobs are scoped, scheduled, and tracked from kick-off to delivery. You'll identify bottlenecks, build better processes, monitor team capacity and keep our team (and partners) accountable to timelines.

Finance and reporting

You'll support the MD in running our P&L and forecasting, track budgets against actuals, monitor cash flow, and ensure financial health and stability across all of our operations. You won't need to be an accountant, but you'll need to be comfortable with numbers and flagging issues early.

Client operations

You'll support quoting, contracting, and onboarding for new clients, and make sure our existing client relationships are administratively tight and relationally healthy. That means clear scope documentation,

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timely invoicing, and nothing falling through the cracks, as well as working with the team to identify opportunities with retained and project-based partners.

Supplier and contractor management

We work with a small network of freelancers, photographers, videographers, and specialist suppliers. You'll support our Head of Production in managing those relationships.

People and culture

As the team grows, you'll play a key role in onboarding new staff, managing HR administration, and helping maintain the culture and values that make GOOD&PROPER such a special place to work.

Business development support

You'll work alongside the MD on proposals, cost estimates, and pitch administration, helping us show up professionally and move quickly when new opportunities arise.

Who you are

You've got at least five years of experience in an operations, studio management, or agency management role – ideally within a creative, communications, or marketing environment. You know how agencies work, how projects get delivered, and where things tend to go wrong.

You understand communications strategy, content, PR, production, social media and creative work, and have either hands-on experience in all of these areas or have managed specialist teams across these fields. Understanding the value of our service offerings is fundamental for building the operations and processes that will enable our team to deliver those services effectively.

You're financially literate and comfortable owning a P&L conversation. You've worked with project management tools, can build a functional spreadsheet, and aren't precious about rolling up your sleeves when something needs doing.

You communicate clearly and directly – with the MD, with our partners, and with the broader team. You're calm under pressure, incredibly well organised, good at prioritising, and you know when to escalate and when to just solve it.

Importantly, you care about the kind of work we do. Our clients are purpose-driven – working in sustainability, social impact, and values-led business – and we want our team to genuinely connect with that mission.

Contact

To apply, send a brief cover letter (400 words max) about yourself and why this role appeals, along with a CV, to oliver@goodandproper.co