

Maya Cares Collaborations Manager (CM) JD

We're looking for a motivated, go-getter with partnerships or community management / business development experience who is passionate about making positive change to support First Nations, Black and Women of Colour and non-binary people.

Key details:

- Immediate start, ending mid to late August, with possibility of transitioning to ongoing role for the right person
- We strongly urge Aboriginal and Torres Strait Islander, Black and Women of Colour and non-binary people to apply for this role
- Email response to Brief to admin@thecco.com.au (with the opportunity title in the subject line)
- Only responses to Brief that include demonstrated examples of impact, with data points will be accepted
- Interviews commence this week

Project Brief

Project:

Maya Cares is a mental health and wellbeing platform. She is a digital Big Sis supporting Aboriginal and Torres Strait Islander, Black and Women of Colour respond to, heal from and report racism.

Read about us in the press [here](#).

Project goal:

We launched in March 2023.

We would like to increase platform engagement, along the way understanding user feedback about the platform, and sharing it with relevant team members so we can continuously iterate the platform to improving the user experience and impact. This includes introducing and improving new features.

We have specific numeric goals we hope to hit by the end of August, which this role is responsible for facilitating in collaboration with the team.

The CM and their activities would build awareness and delight for the Maya Cares brand and be one of three channels actively driving platform engagement. The other

two are Public Relations (incl. events) and Digital Marketing (including content and growth marketing, social media, paid ads, etc).

The CM will also drive feature development of a new tool on the platform, facilitating even more support for users.

Roles and Responsibilities

Collaborating externally with community to drive platform engagement

- Identify/source and vet new collaborations
- Nurture new collaboration opportunities with potential collaborators in a regenerative rather than extractive way
- Establish and maintain strong relationships with existing collaborators
- Negotiate contracts and agreements for any commercial collaborations
- Manage and coordinate projects / activities with collaborators
- Develop and execute marketing strategies to drive the engagement of collaborators and their communities with Maya Cares. Specifically including curating / drafting a regular newsletter to engage collaborators and their communities
- Managing collaborators on the CRM and ensuring it is kept organised
- Monitor, analyse and report on collaborations, starting with establishing meaningful metrics in order to understand how they are faring and how to enhance them

Collaborating internally with team to drive platform engagement and development

- Ensuring external communications are aligned with the communications deployed by the organisation - avoiding overlap or incongruence of content
- Designing and implementing methods to obtain feedback from the users who visit the platform through collaborator channels
- Obtain feedback from such users to
 - improve the platform experience to drive completed interactions on the platform
 - improve how we not only acquire but retain users

Stay up to date with industry trends and developments to ensure the above work is done to a high standard

Requirements

- Bachelor's degree in business, marketing, or related field

- 5+ years of experience in partnership management, community management, business development, or related field
- Excellent communication, negotiation, and problem-solving skills
- Able to work independently and take initiative
- Strong attention to detail and organizational skills
- Proficiency across Agile, Notion, Google Workspace, Zoom, Slack, Monday.com
- Racial literacy, intersectionality literacy and proficiency in inclusive language that does not reinforce harmful power dynamics
- Demonstrated experience in working with cultural sensitivity and mental health awareness in your work, particularly in the context of anti-racism and decolonisation
- Fluent in trauma-informed project design and development practice
- Examples of content production skills will be highly regarded

Requirements for your response to the Brief

- proposed high level plan and timeline to deliver plus total fee included in response to the Brief
- demonstrated examples of impact, with data points, for a similar role / work performed in the past
- during the project, your capacity for
 - weekly meetings to communicate progress (followed with written email re-cap of updates as documentation / knowledge management is very important to us as an early stage organisation)
 - documentation of all works included in / attached to reports
 - collaboration with the rest of the team to enable platform engagement and development of the new feature. During this period, we are only expecting a prototype of the new feature, not the final, perfect version. That would come in the next phase

Deliverables (split into smaller deliverables)

1. Initial collaboration strategy and plan to prioritise, complete and achieve the above goals / activities (includes relevant decision-making frameworks)
2. Completion of prototype of platform feature
3. Achieving the KPIs (including reporting)
4. Revised collaboration strategy and plan to develop and achieve the next set of CM KPIs

About The Creative Co-Operative (CCO)

We're a dynamic organisation on the rise - we have big goals and are serious about

creating more access for our community.

We are a small, kind and courageous team with ambition, encourage collaboration over competition and most of all are committed and always solution-focused. We take immense pride in and work hard to deliver high quality and successful outcomes for our community.

Our values:

Compassion - we care about our community and one another deeply and it's why we're doing this work. We care about serving our community and are responsible in caring for our own health and wellbeing so that we can live and work sustainably and we're effective at balancing both priorities without sacrificing the other. Our Eastern mindset means we do not glorify self or individual needs over those of the community.

Ownership - we take full responsibility, accountability and ownership of our work and projects being delivered successfully. As a very small team, we happily wear multiple hats in order to ensure our projects can be delivered successfully and if we don't know how to do something, we always figure out how to do it (before it's too late) either through Google or asking our own networks for help.

Teamwork - many hands make light work - equally our shared vision for impact sees us moving together as one cohesive unit. Work priorities can change because of unforeseen activities that come up and need attention. When this happens, we roll with the punches and have each other's back to work as a team to get through it together.

Continuous improvement of community experience - we don't measure our success only by the hours we clock but in the evidence of having positively impacted the community.

Dependability - when we say we will do something, we honour our word. Our best practice is not to over-commit in order to avoid under-delivering. We work a 4 day work week because it's important to us to have time to slow down. At the same time if work committed to, can't be completed on time, we do the needful to ensure it does get completed. We have worked hard to build a reputation as an organisation that delivers, therefore timely and quality completion of work is important to us.