

COLLECTIVE HUB

Collective Hub
P: +61 2 9699 7216
collectivehub.com

Head of Partnerships Full Time// Sydney, NSW

We're looking for an exceptionally talented marketer to step into this key leadership role and continue to build, develop and encourage our incredible Partnerships team.

Working across all our exciting platforms: including but not limited to digital, print, events, published books and social, you will have both digital and print experience and a solid understanding of the media landscape.

You'll lead and mentor the partnerships team to continuously deliver new ideas, initiatives, technologies, and innovations to our clients by thinking outside of the box. You'll undertake business planning and set strategic goals to protect, future proof and grow the brand offerings in line with Collective Hub's values and goals.

This exciting role will be challenging but extremely rewarding where you'll source, position and secure valued partnerships. Working with a fun, supportive and professional partnerships team and for one of the most open-minded, progressing and innovative organisations in the media landscape today.

More on Collective Hub:

Collective Hub is a multimedia brand that encompasses engaging print and digital content, bespoke events, strategic collaborations and unique product extensions. It started with a print magazine, now distributed into 37 countries, and was founded by the vibrant, game-changing entrepreneur Lisa Messenger with a vision to uplift and empower people to live their lives to the fullest. Combining style and substance with a fresh perspective on the issues that matter most, Collective Hub covers business, design, technology, social change, fashion, travel, food, film and art.

More on your new role:

No day or week will ever be the same at Collective Hub, but your primary responsibility will be to ensure your team are securing advertisers across the print magazine, online, social, event activations, books sales, bespoke content creation, products and any other properties that we develop. Along with this you will also:

- Provide thought leadership, strategic insight, and clear communication (written and verbal) to management and team members on partnership initiatives ensuring the company goals and vision are achieved;
- Achieve agreed partnerships sales targets and personal targets set each quarter;
- Obtain profitable results from the partnerships team by developing the team through motivation, counselling, skill development and product knowledge development;
- Ensure the Partnerships team continuously builds and maintains a comprehensive pipeline of relationships with potential partners, percentages and forecasts for both current and future quarters;
- Manage the partnerships administration functions, performance reporting, streamlining processes and systems wherever possible. Leading the

COLLECTIVE HUB

partnership team's training and use of all new CRM technologies and sales tools; including but not limited to Salesforce, DocuSign, The Source;

- Provide high standards of ongoing training for the partnerships team so that they possess sufficient knowledge to present information on the company in an accurate and balanced manner;
- Observe the performance of the partnerships representatives in the field on a regular basis, to ensure consistency;
- Collaborate with creative & marketing teams, and other relevant team members to make exceptional partnership collateral;
- Advise and contribute on maximising business relationships and creating an environment where customer service can flourish;
- Assist in the development of the annual marketing plan, specifically advising on: realistic forecasts for (based on historical data, market trends, competitive activity, promotional strategy and sales effort) realistic costs of operating the partnership force;
- Assist in the recruitment process of induction, training, probation meetings and driving performance reviews and professional development within the team;

Essential skills and attributes:

- Exemplary relationship management and team building skills;
- A thought leader and performance builder;
- Leads by example via brand building, trust and integrity;
- Promotes self-reliance and continuous improvement;
- Ability to juggle multiple advertisers, suppliers and tasks;
- Experience in a publishing production (print and digital) environment
- Existing strong advertiser relationships;
- Excellent initiative with the ability to problem solve, resolve and mediate when required;
- Strong budget management with the ability to recognise profit and reach/stretch targets;
- Strong computer literacy including experience in using MS Office programs and other CRM programs;
- Excellent written and verbal communication skills;
- Shows innovative, spirit and lateral thinking;
- Accountability and initiative associated with reaching KPI's;
- Enthusiastic attitude with high levels of motivation and energy;
- Strong attention to detail and a proactive approach to the role;
- Be confident in handling sensitive information in a confidential manner;
- Love what you do and do it well!

Want to join the team?

Send your cover letter and CV, along with any supporting information you deem helpful, to careers@collectivehub.com

We hire with our overall culture in mind and always appreciate extra effort and creativity in applications.

Good luck!