

ⓑ Position Lab[®] Description

Community Manager
(contract role)



Why we are here

Our vision

We improve the culture and practice of business in Australia and Aotearoa New Zealand so that the economy builds community and regenerates the environment

B Lab is a non-profit that serves a global movement of people using business as a force for good.

B Lab's initiatives include B Corp Certification, administration of the B Impact Management programs and software (free tools used by over 55,000 businesses to measure and manage their performance), and advocacy for the introduction of the benefit company status.

How we do things

At B Lab AU/NZ we always act with integrity. We are:

- Collaborative
- Committed
- Positive & playful
- Inclusive
- Practical & adaptable

Your role details

Date last reviewed: *May 2020*

Reports to (direct): *CEO*

Reports to (secondary): *Head of Community Building*

Direct reports: -

Tell your friends:

I am responsible for the health and engagement of the B Corp community of businesses in AU/NZ. I develop and deliver strategies to communicate with the B Corp community, connect them with each other, and enable them to improve their impact through collaboration and education.

Your role priorities

The key priorities for your role are:



Your areas of responsibility

B Lab is a dynamic and fluid working environment. While your role purpose remains consistent, specific tasks and responsibilities may vary as circumstances require. This role is for a three month period (or longer as agreed) and during this time your responsibilities encompass the following:

Community

The B Corp community is the core of what we do. Your responsibilities are:

- Be the first point of contact for all B Corps in their engagements with us, monitor incoming enquiries across multiple platforms, and respond to all B Corps promptly when they contact us
- Engage with the B Lab team to identify opportunities for us to connect with or directly work with B Corps
- Delivery of annual B Corp month campaign (scheduled for July) which is designed to engage our B Corps with a series of events and activations through the month. (See Annexure below for explanation of this important element of the role)
- Management of the B Hive platform for AU/NZ to maximise use by the B Corp community (the B Hive is our internal community forum, hosted on Salesforce)

- Driving engagement amongst all B Corps, through delivery of our community engagement plan
- Preparation work for delivery of the annual BFTW (Best for the World) campaign (scheduled for September 2020)
- Supporting B Locals (our self-organising communities of B Corps) to build members and host events

We hope you will also identify opportunities for us to improve how we work with B Corps in all aspects of their experience as members of the B Corp community.

Marketing & social media

Marketing functions are spread across the team, supported by a Marketing Co-ordinator who works 2 days a week along with an external agency. You will be responsible for:

- Development of content for website and social media platforms to promote the B Corp community in AU/NZ
- Delivery of updates to the B Corp community in AU/NZ through all B Lab's digital communication channels (this work is supported by our Marketing Coordinator who executes the email campaigns but you will need to generate and curate content, work to schedules and help plan communications by focussing on the needs of our audiences)
- Participating in regular reviews of our overall marketing strategy

Re-cert Support

At present this includes the following areas of responsibility:

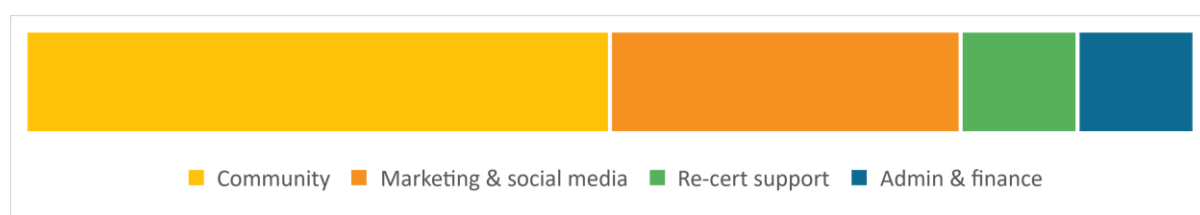
- Ensuring all B Corps are ready for re-certification and submitting on time, which means monitoring which B Corps are going through the process and prompting them to take action as needed
- Ensuring high levels of participation in the Re-certification Ready Program, including through management of drip email campaigns for B Corps

Administration and finance

You will be responsible for working with the CEO and our finance team (BlueRock accountants) to ensure invoices are sent monthly to our B Corps for their annual fees, including assisting with management of receivables.

How your time will be divided

We expect your time each week will generally be divided into these broad categories:



You will need to demonstrate

This role will require you to demonstrate the following key skills and knowledge:

- Strong experience planning and leading community engagement initiatives
- Excellent interpersonal, influencing and negotiating skills, to develop effective relationships with internal and external stakeholders
- Attention to detail, critical-thinker and problem-solver
- Campaign design & delivery
- Hands on experience with social media and web content management
- Strong integrity, ethics and professionalism: accurate, reliable and knows how to deal with confidential information
- This position may require domestic travel

Our regular platforms are listed below. If you are not familiar with these, you will need to be able to become familiar with them quickly:

- Gmail and basic Google suite (Docs, Sheets and Slides)
- Slack (for internal communications)
- Pardot and Mailchimp for email campaigns
- Salesforce (our CRM)
- Xero (for our accounts)
- Facebook, LinkedIn and Instagram (our main social media platforms)

Commitment to teamwork

Join us in committing to:

- Contributing to a positive team culture of inspiration and passion for B Lab and B Corps
- Working within B Lab's policies and guidelines
- Actively working towards the goals of the B Lab's strategic plan
- Ensuring the reputation and integrity of B Lab is maintained at all times
- Regularly reviewing and evaluating personal/team performance against position descriptions & organisation goals
- Demonstrating exemplary leadership through helping others succeed
- Working closely with your manager to develop yourself so as to perform at a high level in order to maximise your contribution & ensure your professional development goals are identified and met
- Maintaining confidentiality & personal integrity
- Being respectful of team members and attend all scheduled meetings as required and on time
- Being willing to assist outside of own responsibilities when help is needed

- Being respectful of & celebrating our diversity

Agreement

_____	_____
Signed Manager	Signed Employee
_____	_____
Date	Date

Annexure: B Corp Month

B Corp Month is an annual campaign to activate our B Corp Community. This year our focus is bringing our community together to form connections and potential collaborations to help them meet their immediate business needs as they recover from COVID-19 (more customers and income).

You will lead the work in preparing for the campaign with support from Harvey (external marketing agency). Your core work on this is project management, content creation and communications to the community to make them aware of events and activities they can participate in. As government rules on events evolve we will explore what can be done in-person and what will be online (our current planning is for all activities to be online). You will work closely with our B Local leaders (groups of B Corps in major capitals) who volunteer their time and resources to help run events for B Corps.

During B Corp Month (July) you will project manage the events, amplify all activities through our social platforms, and coordinate creation of content for PR purposes.

Current outline on the campaign is provided below for reference. This campaign remains under development, and we ask you refrain from disclosing this at this stage to allow us to continue to develop the plan.

What do we mean by Collaboration?

- B Corps buy from / work with / invest in B Corps
- B Corps learn from B Corps - share resources, knowledge
- B Corps partner with B Corps - giveaways, co-branded product collab

Target outcomes

- New/better connections formed between B Corps
- Conversation starters for collaboration
- Ideas and inspiration sparked for how someone could tap into the B Corp community more to add value to their business
- Seed sowed for future collaborations (not time bound to the month)
- Get more team members engaged in the value of certification, beyond just the B Keeper

Value Proposition

Engaged B Corps - opportunities to go further, make new connections, and deliver tangible benefits to their business.

Non-engaged B Corps - prompting and awareness of potential value they could add to their business from certification.

Activities

Focus on two key activities + supporting content in the month of July:

1. Interactive design thinking workshops to drive impact across functional areas (e.g. People & Culture / Sustainability / Marketing) – our role is to promote / manage, would look to retain expert design agencies to facilitate each workshop (from the B Corp community)
2. B Local speed networking: leverage existing activity from GoodNorth [here](#)

3. Supporting content
 - a. New AU/NZ B Corp directory (promoting it exists and how to use it)
 - b. Case Studies/Content on successful B Corp collabs
 - c. B Corp Member spotlights