

EXECUTIVE OFFICER, SECNA



POSITION DESCRIPTION

Responsible to:	Chair, SECNA
Responsible for:	Employees and contractors working for SECNA
Location:	South Eveleigh (Sydney, NSW)
Salary:	\$100K - \$120K FTE (depending on experience)
Status:	November 2022 - June 2023 (with the possibility of extension)
Hours:	2- 3 days per week (negotiable)

About SECNA

We represent the interests of social enterprises and entrepreneurs in NSW and ACT.

[SECNA](#) is a sector-led peak body that exists to:

1. Engage and connect the social enterprise sector in NSW and the ACT
2. Secure investment and policy change for the sector
3. Be an organisation that can sustain and grow our impact.

About the role

SECNA is a small, lean member organisation with a volunteer board of directors. The purpose of the executive officer role is to help grow our organisation and the sector. The role is responsible for strategic business development, advocacy and day to day management of SECNA.

The role requires a hands-on and strategic-thinking mid to senior level manager who can work autonomously, flexibly and is accustomed to working in a distributed team in a start-up, non-profit or volunteer-based setting. Knowledge and understanding of the social enterprise sector is essential.

Key responsibilities

1. Lead the implementation of SECNA's strategic plan (available [here](#))
 - a. Lead the business development for SECNA's growth to secure multi-year operational funding
 - b. Execute SECNA's future business/sustainability plan (in collaboration with the board).
2. Grow network membership
 - a. Design, implement and maintain systems and processes for managing network membership
 - b. Work with sector stakeholders to promote network membership to the broader NSW/ACT social enterprise sector to grow membership over time
 - c. Review and adapt systems and processes where relevant and as needed.

3. Advocate for SECNA members in a variety of settings:
 - a. Maintain a current, broad understanding of the social enterprise sector (metropolitan and regional). Liaise with the Executive Officers and representatives of other state-based social enterprise networks
 - b. Represent SECNA to a range of potential and existing partners, sponsors and stakeholders
 - c. Negotiate funding and partnerships
 - d. Work with the SECNA Board to actively seek opportunities for advocacy, and to advance the interests of our members, including attracting funding and in-kind support.
4. Manage administration and communication
 - a. Oversee day to day operations of SECNA
 - b. Coordinate communication to members and the wider sector
 - c. Design and plan a calendar of social enterprise events (in collaboration with the Chairs)
 - d. Research, identify and liaise with guest speakers and consultants of potential interest to the social enterprise sector
 - e. Attend and assist with hosting of events.
5. Work with the board to evaluate and report on relevant areas (financials, network activity, funding etc)
 - a. Take responsibility for SECNA's budget
 - b. Monitor and report on expenditure on a monthly basis
 - c. Collate data and prepare financial reports as required
 - d. Provide relevant reports and recommendations to the Board.

Key selection criteria

Essential

- Knowledge and understanding of social enterprise, and a passion for using market-facing business models to solve complex social problems
- Experience in engaging with a range of stakeholders for the purpose of business development, including community sector, government and philanthropy at senior executive levels
- Hands-on mid to senior level management experience leading a volunteer / start-up organisation, including events, budgets, and projects.

Desirable

- Experience establishing your own business– ie you've founded, managed or worked within a Social Enterprise
- Experience in coordinating or managing a network or member-based organisation.

SECNA Board

SECNA has 9 Directors on the board who will provide close support and expertise to the Executive Officer:

Name	SECNA position
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Christina Chun	Co-Chair, Member Engagement Committee Chair
Cindy Mitchell	Co-Chair
Ben Pecotich	Treasurer
Jess Moore	Director, WISE HUB Committee Chair
David Burns	Director
Marcella Lazarus	Director
Andrew Marselos	Director
Jay Boolkin	Director
Greg Hodgkinson	Director

SECNA Secretary: [Selena Choo](#)

Apply

Please forward a copy of your CV and a Cover Letter (max 2 pages) addressing the key selection criteria by **16 October** to: Marcella Lazarus, SECNA Board Director:
marcella@secna.org.au

If you have any questions, please contact: marcella@secna.org.au

Version Date: 12 September 2022

Attachment 1

FY23 revised strategy

STRATEGIC OBJECTIVES	Engage and connect the social enterprise sector in NSW and the ACT	Secure investment and policy change for the sector in NSW & ACT	Be an organisation that can sustain and grow our impact
Activities in FY23	<ul style="list-style-type: none"> • Manage a central calendar with 5 network building events to foster engagement and connection. • Have local staff in NSW and ACT. • Monthly communication to amplify member, Social Enterprise World Forum and ecosystem news. • Launch an engaging Member Directory. • Activate South Eveleigh Precinct. • Annual check-in with all industry members. 	<ul style="list-style-type: none"> • Initiate relationships with 8 new Councils. • Nurture existing relationships and partnerships with City of Sydney Council and Parramatta City Council. • Strengthen relationships with NSW and ACT governments. • Consult with SECNA members on advocacy approach and asks. • Establish matrix with information on councils and NSW and ACT governments, including procurement policy status and funding opportunities. • Act as backbone organisation for the WISE Hub, to strengthen the enabling environment for work integration social enterprises. • Amplify the work of others to advance policy and mobilise public resources for the sector. <p>Focus of ask</p> <ul style="list-style-type: none"> • New funding opportunities for the sector (regardless of legal structure). • Regular meetings, collaboration and dialogue, to understand government needs and share sector offerings. • Governments to adopt social procurement policies and/or fulfil social procurement commitments. • For the WISE Hub, government funding for WISEs in Australia. 	<ul style="list-style-type: none"> • Secure multi-year operational funding, distinct from project specific funding, to deliver our strategic plan and to recruit a part-time CEO (min. 0.6-0.8 FTE). • Leveraging the South Eveleigh Precinct to generate revenue. • Develop a robust governance operating model. • Develop and use brand and communications guidelines to effectively build profile and understanding and manage reputational risk. • Review new membership structure and offerings • Capture and share data, knowledge and resources from the social enterprise sector.
What success looks like	<ul style="list-style-type: none"> • Retain 70% of current members by 30 June 2023. • Grow members to 200 by 30 June 2023. • Satisfied (or better) feedback on all SECNA events. 	<ul style="list-style-type: none"> • We meet with government: <ul style="list-style-type: none"> ○ Bi-annually with 8 Councils. ○ Quarterly with NSW Office of Social Impact Investment. ○ Bi-annually with the ACT Government. ○ For WISE Hub work, with the Department of Home Affairs, Department of Social Services and Department of Employment and Workplace Relations. • The Office of Local Government tells its members about SECNA. • \$15m in new social enterprise funding is announced from governments across NSW and the ACT. • More than 50 stakeholders engage in SECNA and WISE Hub advocacy consultations. 	<ul style="list-style-type: none"> • Secure 150K in core operational funding from philanthropy and government or other institutions (that support specific functions). • Implement the governance recommendations from independent organisation over the next 18 month. • Implement data and reporting infrastructure (consolidates member information and events).