

## Innovation NQ Inc.

### Title: “Innovation Ecosystem Coordinator”

#### Position Description

**Purpose:** to drive the creation of a vibrant innovation and creative entrepreneurship ecosystem in North Queensland. The role is to support the iNQ Executive to (1) grow a community and (2) help regional startups to commercialize and to scale through collaboration with large organizations around the world.

This role has three broad Responsibility Areas:

1. Community Development
2. Event Management
3. iNQ Central Management

#### Responsibility Area 1: Community Development

The Ecosystem Coordinator will have a startup centric approach to designing all elements of the startup experience at iNQ. With this basic attitude, you will seek to curate and implement activities that create value and support iNQ startups to accelerate their growth.

As the Ecosystem Coordinator, you will use your knowledge and street smarts to build networks and coordinate and connect iNQ startups to relevant startups, mentors, corporate partners, investors, government by matching each startup’s unique business offering and stage on the journey with those that can accelerate their growth and provide commercial opportunity.

You will contribute to enabling a community of attitudes, systems and supports that facilitate commercial success for each startup member of iNQ, and contribute to a wide community that practices good ethics with a “paying it forward” ethos.

#### Objectives and Key Results

- Design, Coordinate and Implement the **Annual Activities Program**.
- Design and oversee the implementation of all startup up member activities e.g. expert talks, pitch practice sessions, resident skills-share, monthly resident assemblies, members’ social events, mentors and investor program and all startup engagements with corporate partners,

while delivering to budget and achieving financial targets for sponsored and other events.

- Spend time with startup members through all stages of the journey to gain thorough knowledge of their business and develop the ability to identify relevant and timely commercial opportunities, facilitate connections and be a catalyst for startup success.
- Deliver inductions and tours of iNQ for prospective startups, special visitors, corporate partners, nominated mentors, trade and investment delegations and government officials and trade parties.
- Market both the value and opportunity upside of the startup focused events, panels, tours and activities and to drive feedback loops to ensure program content is consistently relevant and highly valued by the startups.
- Collect data/metrics from startup aligned activities to provide insight and draw conclusions around what is highly valued content for future event planning to maximize benefits to our startups and the broader entrepreneurial community.
- Maintain all iNQ startup data and corporate partner engagements.
- Creatively seek out and curate “money can’t buy” opportunities for startup residents through networking opportunities with mentors, advisors, corporate partners, investors and government groups to help startups evolve their businesses.
- Rally to support all members of iNQ for large events that require all hands on deck.
- Develop relationships and alliances with external stakeholders that are committed to the shared purpose of supporting startup success, for cross-promotion of events, research and comparison of best practice, partnership for opportunities of greater scope.
- Oversee all communications to the internal startup community, corporate partners, mentors and other external stakeholders. Collaborate with the Executive on external media releases, announcements etc. Guide, mentor and oversee social media strategy and content strategy.
- Proactively prepare monthly Executive activity reports, Quarterly and Annual Reports, and biannual Pitch Books.
- Improve the feedback mechanism for startups and partners to give constant input and feedback on iNQ performance and utilize this feedback to improve community programs and initiatives.
- Continue the development of the iNQ culture, ensuring it is integrated into all program activities and initiatives and therefore reinforced in daily practices. Facilitate a collegial iNQ environment that will act as guardians and advocates of the iNQ culture.
- Build and manage the startup member database, which captures information and metrics for each startup company. The database will be dynamic and constantly updated to provide accurate and actionable

insights and will identify the needs and interests of each member as they progress through the startup journey and stages.

## **Responsibility Area #2: Event Management**

This responsibility area involves bringing together project management, event strategy, content development, partner engagement and end-to-end delivery capabilities to position iNQ as a Thought Leader through dynamic and interactive events.

You will be responsible for building, maintaining and managing relationships with current and prospective event clients and partners, as well as lead commercial negotiations to co-create and deliver events that bring benefit to startups, corporate partners and the wider North Queensland entrepreneurship and innovation community. You will be responsible for achieving event financial targets to reinvest into the future growth of iNQ and the ecosystem.

You will be responsible for overseeing the delivery of inbound event requests, as well as be responsible for executing and being accountable for the success of iNQ's Annual Activities Program. This Program will focus on showcasing iNQ and its members, advancing resident startups and partners along the collaboration curve through events targeting specific problems that lead to business for both groups, and accelerating innovation through workshops that share proven tools and techniques.

As part of the Program, you will aim to deliver at least one major event per month. In doing so, you will be responsible for project management, financial management, sponsor and speaker engagement and management and all event management including communications, logistics and post-event follow-up.

### **Objectives and key results**

- You will work with the iNQ Executive to design and curate a cost-recovery and sustainable events business model for iNQ. In doing so, your attention will be focused on the project management of the Activities Program to ensure financial and key milestone and reports are in place.
- You will need to run and communicate the Activities Program calendar to the Executive and events support team drawn from the iNQ community. You will lead the team through the end-to-end event process.
- You will ensure other events e.g. resident led and community events are also managed in the same efficient manner to achieve quality results and contribute to the overall iNQ community. You will be responsible to ensure there is balance in event space usage across the various stakeholders and

communities that benefit from the event space and the content shared at such events.

- You will ensure that events are widely broadcast and communicated across the iNQ and wider North Queensland communities. You will plan targeted event marketing and communications to drive event participation via social media, direct mail marketing etc., and ensure relevant audiences are targeted building awareness of iNQ's role as a thought leader in the regional innovation and entrepreneurship field.
- You will contribute to, support and cultivate a close working relationship with all members of the wider iNQ community and strive for collective success in achieving the iNQ mission.

### **Responsibility Area #3: iNQ Central Management**

The iNQ Central Management role is responsible for ensuring that our entrepreneur and community members receive an extraordinary experience by managing and executing on the details of our day-to-day operations. You will be the point person for the co-work space, welcome experience for all inquiries, team and program calendars and our administration processes.

To succeed in this responsibility area, you will need to be resourceful, have strong attention to detail, comfortable with ambiguity and focused on doing whatever it takes to help deliver amazing experiences for our startup residents and potential startups that walk through our door. You will be skilled in quickly identifying small quick wins, and opportunities to improve.

You will be a confident communicator and networker. This ability to widely communicate is the grease that keeps the wheels turning and ensures iNQ Central is a co-working space that delivers a great and successful experience for our startup community.

### **Objectives and key results**

- As lead for the new resident arrival and on-boarding experience, you strive to continuously improve the end-to-end experience from identifying new residents to transitioning them into the space. Spend time with all startup members through all stages of the membership journey to gain a thorough knowledge of their business and develop the ability to identify relevant and timely commercial opportunities, facilitate connections and be a catalyst for startup business both within the iNQ community and the broader network.
- Support and manage all the logistics surrounding the regular weekly schedule of events (e.g. office hours, weekly talks, gatherings for residents etc.).

- You will own the resident billing processes and be responsible for issuing and following up all invoices. You will be tenacious in following up receivables from our residents, ensuring that 90% of accounts are paid within 14 days and that all accounts are reconciled at the end of the month.
- You will drive corporate sponsorships growth for the Centre and for Centre activities.

## Year 1 Deliverables

Within 1 month of starting, submit a draft **Annual Activities Program** to the iNQ Executive for Consideration. This Activities Program shall incorporate existing activities that have been scoped by members of the iNQ Executive as well as by 3<sup>rd</sup> parties. These include but are not limited to the following:

- Work with the iNQ Executive, Sister City Partners and Good Design Australia to curate and deliver the inaugural *North Queensland Design and Innovation Awards (Q1 2018)*.
- Deliver the Creative Industries Youth Mentoring Program 2017-18.