



# WORKPLACE CULTURE GUIDE.

## At Melbourne Social Co, our mission is to do:

- Good work
- Smart work
- Creative work
- Beautiful work
- Conversation changing work.

We create on a global scale, amplifying messages on behalf of the clients and partners we work with.

We harness the power of social media, and show brands what can be achieved through authentic, creator-led campaigns.

We innovate, set the example and lead (with integrity - always.)

We show how things can be done - better.

We cultivate strong, confident, high performing teams, based on a culture of positivity, respect and support.

We are an independent, female-led organisation built on a desire to empower women and to encourage inclusivity at all times.

## **What to expect when working at Melbourne Social Co:**

- We are a tight-knit team, built on shared values of support, inclusion, positivity and creativity
- We work collaboratively and respectfully
- We live and breathe our mission
- We know the difference between working hard (which we do) and hustle culture
- We encourage work life balance and promote wellbeing
- We foster growth and progression

## **What are the specific behaviours we look for in team members?**

- You have a positive, can-do attitude
- You're willing to give anything a go
- You are creative
- You want to learn
- You want to collaborate
- You're selfless and put the business first
- You're humble and open-minded
- You're inclusive and work well with people of different backgrounds, identities, values and cultures
- You're a great communicator and listener
- You're innovative and on top of trends and industry news
- You act with integrity at all times and are not afraid to put your hand up when you're wrong
- You have the ability to problem solve and have a player versus victim mentality
- You are courageous and are willing to be vulnerable
- You back yourself and your ability

***Accountability is key*** in our workplace. It is one thing to describe the desired behaviours from our team, but another to LIVE them everyday.

At Melbourne Social Co we will all work to keep each other accountable for living up to these standards, especially our leadership team.

**These are the values that define us as an agency.**

- **ONE TEAM** - We work together, with trust and respect, to deliver for our agency and clients.
- **CARING** - We look out for ourselves, each other, our agency and the community.
- **COLLABORATIVE** - We collaborate and share ideas to foster creativity.
- **DEPENDABLE** - We do what we say we will do.
- **PASSIONATE** - We are passionate about our work, and drive business growth together as a team.

## What makes for a dream team culture at Melbourne Social Co?

It's not about the perks (although there are quite a few - think free snacks, an unlimited supply of Diet Coke, private yoga classes in the studio, a monthly wellbeing allowance, travel, hotel stays and more.) It's about the work that we do when we collaborate and come together as a team. We have an incredibly talented team of creatives, who all have a unique and valuable role to play at the agency.

Some businesses describe themselves as a family. We do not. In a family, you love unconditionally, and sometimes have unrealistic expectations of others. Instead, we identify as a team, each player having an important role, and we only succeed when we're all playing to the best of our ability, working towards a shared goal and keeping each other accountable. We have an emphasis on high performance and our leadership team encourages each person working at the agency to perform to a high standard at all times.

We have a no assholes policy at Melbourne Social Co. They're not simply not welcome here. We don't subscribe to office politics or gossip. We don't all identify as best friends, nor do we need to. That being said, we enjoy each other's company and coming into the office. Relationships are key here - but they're not **too** personal, they maintain a fine balance between warmth, open communication and professionalism.

## What is our management style like?

Each team member at the agency has a 'How To Work With Me' guide, that details how they like to work in order to get the best results. Our leadership team is across each individual's needs and tailor their management style to suit.

Our overarching management style is to be supportive and to reinforce positive behaviours.

One thing we don't do at the agency is micro-manage. We will trust you to work autonomously to get the job done in a way that best suits you. That being said, we take deadlines seriously and expect you will stick to those assigned.

Our leaders like to give and receive feedback - always in a constructive, respectful manner.

Our expectation is that our team will have a player versus victim mentality. Rather than coming to your leader with complaints or issues only, we would like you to come with the issue, and a proposed solution. That being said, our leaders would like to be made aware of any serious issues within our team and culture at all times, as this is of utmost importance to our agency.

## What are our expectations like?

Each member of the team is assigned a manageable workload based on their role and skillset. The amount of work assigned will at all times fit comfortably within the type of role you are working (full time, part time or casual.) There are no expectations to work after hours, (aside from exceptional circumstances) and we maintain strong work life balance protocols at all times.

Our expectations are that you will work to a high capacity and standard during the times you are rostered on. In typical agency fashion, we work across multiple projects at once, and we work quickly.

Depending on your level of skills and experience, you will likely be working across 5-8 different client accounts at any given time. Our expectation is that you will have the ability to manage your workload and meet deadlines at all times. We are open to renegotiation of deadlines but our expectation is that this will take place in advance and not after the fact. We offer a hybrid model of working and a flexible approach to the traditional 9-5. That being said, we expect you to maintain high performance standards while working at home or in the office.

While we're known for our creativity, customer service is also of the utmost importance to our agency, and we will expect you to offer a high level of service to our clients at all times. Client relationships are at the key of what we do, and our expectation is that you will be passionate about building these.

We expect that every member of our team will be passionate about our agency, the industry and our mission.

## Charities and Ideologies

As an agency, we don't discuss or share strong views on politics or ideologies externally or within the workplace.

The agency will act with integrity at all times and work with partners based on shared values.

The agency supports a number of charitable organisations and offers pro bono services and donations to these a number of times a year.

## Summary

Working at a social media agency is not for everybody - nor should it be. It is a fast paced environment, where you will be required to have multiple tabs in your brain open at once.

To thrive at our agency, you must be a person who thrives on working across different industries, projects, aesthetics and tones of voice. You must be passionate about learning, adapting and collaborating.

You hate sitting still and love to be busy - in a positive way.

You love to flex your creative muscles and put forward new ideas.

And if it's not working, you're confident to put your hand up and ask for help, knowing that you have a supportive team of leaders ready to help and mentor you.

**The industry is constantly changing and so should this workplace culture guide. Culture is not something that is set in stone, it will continue to evolve with our people and experience.**

MELBOURNE  
**social**  
**co.**

**THANK**  
**YOU.**