

POSITION DESCRIPTION

POSITION TITLE	Associate Director, Marketing and Communications	LOCATION	Sydney
FUNCTION	Marketing and Communications	REPORTS TO	Head of Marketing and Communications

PURPOSE AND SCOPE

The CEFC has a well-established and active program of media and speaking engagements, reflecting our unique role in the clean energy market, and our commitment to transparency. This is a key role responsible for creating and developing specialist media and speaking content about the CEFC's investments, and clean energy market opportunities, as part of the CEFC's Marketing and Communications program.

Key responsibilities include:

- Develop and deliver CEFC media materials to promote CEFC transactions, research and key milestones
- Create compelling written content that cuts through complex energy and sector issues and increases understanding about the role of the CEFC and the positive potential of clean energy
- Work closely with the CEFC Investment team and external organisations drawing on CEFC finance to create interesting media and speaking content
- Develop presentation and speaking materials for the CEO and the Chair
- Develop and maintain effective relationships with key journalists and media outlets
- Coach and assist CEFC spokespeople in effective media engagement
- Contribute to the delivery of related Marketing and Communications activities as required

KEY RELATIONSHIPS

INTERNAL	Marketing and Communications; CEO and Chair; Investment team; Investment Research; Government and Stakeholder Relations
EXTERNAL	CEFC investment and co-finance partners; journalists; Ministerial offices; stakeholder organisations; external agencies; others as required from time to time

DUTIES AND RESPONSIBILITIES

As a member of the Marketing and Communications team:

- Lead the development and delivery of media releases, articles and other content for use across media, digital and other channels
- Secure positive media coverage around CEFC transactions, in mainstream and specialist media outlets
- Proactively support the CEO and Chair in speech preparation and development, including identifying and creating content, speaking themes and speaking opportunities
- Contribute to the development and delivery of CEFC Marketing and Communications collateral
- Contribute to the delivery of the CEFC Annual Report

- Keep up to date with current content media trends, and recommend appropriate developments to support CEFC activities
- Other duties that may arise

KEY SKILLS, KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

- Demonstrated experience and effectiveness in developing and delivering compelling and clear written content for multiple audiences, including writing and editing
- Demonstrated experience in developing and maintaining positive relationships with journalists
- Demonstrated experience in developing and delivering speaking materials for senior executives
- Proven ability to work collaboratively as part of a small and fast-moving team
- Experience in B2B communications, preferably in clean energy and/or finance
- Proactive, creative, innovative, solutions-focused, accountable
- Ability to think and operate strategically and tactically
- Strong organisational, planning and project management skills
- Commitment to high quality, accurate, timely deliverables
- Degree qualification required in related area (e.g. business, media, communications, energy)