

## Position description

<b>Position title</b>	Media Manager	<b>Location</b>	Sydney
<b>Function</b>	Marketing and Communications	<b>Reports to</b>	Associate Director – Marketing and Communications

### Purpose and scope

As a specialist investor, the CEFC seeks to increase the flow of investment into low emissions opportunities, working across the business and energy sectors in particular. Media engagement plays an important role in showcasing investment opportunities and trends, as well as delivering on our commitment to be transparent in our activities by promoting the work of the CEFC to a broad range of external stakeholders via the mainstream and specialist media.

The CEFC Media Manager is a specialist role within the Marketing and Communications team, with core responsibility for driving the CEFC media program. The role requires a creative and innovative approach to media engagement, with excellent written and verbal communication skills, a good understanding of the finance and the energy sectors, and the ability to bring together multiple stakeholders.

A robust understanding of the media landscape and extensive media contacts are considered essential, as well as the ability to work as part of a small team subject to changing and fast moving deadlines.

The role reports to the Associate Director – Marketing and Communications and includes regular engagement with the CEFC investment team, CEFC co-investors and media, particularly in the finance and energy sectors.

### Key responsibilities

- Work across the CEFC business in identifying and delivering effective media engagement, including preparing media materials, organising and managing interviews, connecting with journalists and coaching media spokespeople where required
- Manage a busy program of proactive media announcements, including preparing tailored media strategies and media releases, coordinating multiple stakeholders and effectively pitching ideas to the media which help deliver on CEFC investment priorities
- Handle media enquiries in a very active sector, coordinating input and approvals from internal and external stakeholders, providing advice and responding where appropriate
- Provide back up support to the Associate Director – Marketing and Communications as required
- Protect and build on the positive reputation of the CEFC in the external market

## Key relationships

### Internal

Marketing and Communications team, CEO, Investment and Clean Futures Team

### External

Media, co-investors, relevant sector organisations

## Duties and responsibilities

- Leading role in all aspects of proactive media engagement to support CEFC investment goals, including preparation and delivery of relevant media strategies, releases and journalist engagement
- Co-development of overarching CEFC media program, as a core component of the broader Marketing and Communications program
- Identification and delivery of innovative media engagement, to complement broader external engagement activities
- Broaden and deepen CEFC media relationships, particularly in the investor and energy sectors
- Develop and maintain calendar of upcoming media announcements
- Deliver daily news monitoring, including identify emerging opportunities and issues relevant to the CEFC
- Report on the effectiveness of CEFC media activities
- Contribute to the broader CEFC Marketing and Communications program as required

## Key skills, knowledge, experience and qualifications

### Key skills

- 8 to 10 years' experience working as a print/online journalist, including experience in finance and/or the energy sector
- Excellent written and verbal skills
- Proven ability to translate complex information into compelling media material for a variety of audiences, maintaining accuracy and working to tight deadlines
- Experience in media engagement, with a demonstrated ability to create and deliver successful and creative media campaigns
- Excellent understanding of the media landscape with strong media contacts
- Experience in internal and external stakeholder and issues management
- Strong sense of program ownership, working as part of a team
- Self-starter and problem solver, able to manage multiple tasks with competing deadlines
- Values driven

### Qualifications/Experience

Extensive experience in journalism, preferably including finance and/or energy

Relevant tertiary degree, in media or relevant discipline

