

November 2019

Position Description: Communications and Media Coordinator
Organisation: Responsible Investment Association Australasia

Status: Permanent part-time (4 days per week/0.8)
Location: Melbourne CBD
Salary: \$85,000 full time equivalent, plus superannuation
Reporting: Head of Marketing

We are looking for a dynamic Communications and Media Coordinator to join our team to help build awareness of and participation in responsible, ethical and impact investing with a broad range of stakeholders, from consumers to financial institutions.

About RIAA:

The Responsible Investment Association Australasia (RIAA) champions responsible and ethical investing in Australia & New Zealand. We are focused on ensuring Australians' and New Zealanders' money is put to work to achieve a healthy society, environment and economy.

With over 270 members managing more than \$9 trillion in assets globally, RIAA is the largest and most active network of people and organisations engaged in responsible, ethical and impact investing across Australia and New Zealand.

Our membership includes super funds, fund managers, banks, consultants, researchers, brokers, impact investors, property managers, trusts, foundations, faith-based groups, financial advisers and individuals.

We are a not for profit organisation with a small collegiate team working from two main office locations (Sydney and Melbourne). We work collaboratively, respecting one another and valuing flexible working conditions. We are self-driven, take responsibility, and are professional. We are passionate about and enjoy what we do, and we strive to make an impact.

The Role:

The Communications and Media Coordinator is responsible for developing and implementing creative communications and media campaigns to raise awareness of responsible, ethical and impact investing. This includes promoting our organisation, events (primarily our annual conferences in Australia and New Zealand), research products, online consumer tool Responsible Returns (rseponsiblereturns.com.au) and pioneering Certification Program.

The role is responsible for building RIAA's presence in the media as well as identifying appropriate PR opportunities to reach our target audiences. It will also lead the production of marketing and communications collateral for different initiatives.

Together with the Head of Marketing, the Communications and Media Coordinator is the primary custodian for the RIAA brand, and champions adherence to the RIAA style guide including the visual assets and a consistent voice across different channels and products.

Key responsibilities include:

- Develop and implement communications and media strategies for reports, events, products and initiatives including Responsible Returns; and conduct evaluations of outcomes achieved
- Manage RIAA's presence in the media including media monitoring, developing our media database, engaging with journalists, developing appropriate messaging and acting as the key media contact point
- Write media releases, opinion pieces and articles as required
- Develop or oversee the design and production of marketing collateral, communications materials, and presentations for RIAA programs and events
- Develop a strategy for our regular communications to key stakeholders and subscribers including the managing production of regular newsletters
- Engaging and managing responsible investment ambassadors and influencers
- Coordinate the publications process and timeline for research reports and other flagship publications, including overseeing editing and design
- Prepare digital communications packs for RIAA initiatives, events and reports for use internally as well with sponsors and other partners
- Develop RIAA's image bank for use online and in publications
- Champion the RIAA brand including appropriate visual style and tone across diverse mediums
- Posting to social media as required
- Edit reports and other materials as required
- Support other communications and outreach functions as required

The Candidate:

To do this you shall work closely with the Head of Marketing, CEO, Manager Membership Services & Operations and Events Coordinator, and other team members.

Key selection criteria for this role are:

Essential

1. A track record in developing and implementing creative communications, PR and media strategies spanning traditional media and digital channels
2. Excellent written communications skills and a journalistic flair for identifying and writing engaging stories and producing marketing materials
3. A strong news sense and knowledge of content requirements and media cycles of different media types
4. Experience in writing and packaging engaging content together for diverse mediums including social media
5. A demonstrated ability to manage priorities, multiple issues and projects simultaneously, take responsibility for projects and show a proactive attitude
6. Excellent editing skills and a strong eye for detail
7. Skilled in developing strategic relationships with media outlets, key influencers, external communications and design agencies and other stakeholders

Desirable

8. An understanding of finance and/or responsible investment and the opportunities for promoting this rising field will be well regarded
9. A tertiary degree in communications, public relations or other relevant discipline is desirable



Applications details:

If you are interested in this role please send a cover letter and CV, as well as document addressing the key selection criteria to carlyh@responsibleinvestment.org by Tuesday 13 January 2020.