

Position Description

Communications, Marketing & Media Manager

Reports to	CEO
Type:	Part time (3-4 days per week)
Location	Sydney

Business Overview

Ecstra Foundation equips Australians with access to the resources they need to make confident money decisions for their financial future. The Foundation is deeply committed to building the financial capability and wellbeing of all Australians within a fair financial system.

Ecstra Foundation is a recently established not-for-profit entity, with initial funding provided through the Community Benefit Payments scheme. This means consumers will always be placed at the centre of its work. Ecstra Foundation's extensive grant programme will support organisations committed to helping people and communities manage money issues and to addressing the structural barriers and inequalities in the financial system.

Job Summary

The Communications, Marketing & Media Manager is responsible for building brand awareness, digital campaign execution, producing multi-channel content and managing media, industry and government relationships.

Primary responsibilities

- Develop and execute Ecstra's integrated communications and stakeholder engagement plans
- Communicate with impact across a range of audiences to promote positive attitudes to money management and fair treatment of consumers
- Generate content and curate external source material including media releases, website, social media, newsletters, blogs and storytelling
- Monitor trends and publicly promote financial capability and wellbeing through media channels
- Host roundtables, attend industry events and represent Ecstra externally as required
- Measure the effectiveness and response of communications channels and activities to seek ways to improve, innovate, and amplify our message

Knowledge, skills and abilities for the role

Essential Skills

- 5+ years' experience in marketing and communications
- Confidence and experience dealing with national and local media
- Ability to engage with a range of audiences on important financial and consumer issues
- Proven track record of building relationships across diverse stakeholder groups. This could include Government, regulators, consumer groups, financial service providers, corporates, and the not for profit sector
- Social media and digital marketing experience
- Excellent verbal and written skills
- A strategic approach to building and executing Ecstra's integrated communications and stakeholder engagement platforms
- Ability to work autonomously in a small and very collaborative team

Desirable

- Appropriate tertiary qualifications in communications, finance, journalism or business
- Financial services industry background preferable
- Experience working with the community, government or not for profit sectors