



STRATEGIC MARKETING AND COMMUNICATIONS LEAD

About Us

Minderoo Foundation is a modern philanthropic organisation. We take on tough, persistent issues with the potential to drive massive change. We incubate ideas and accelerate impact. We push the limits of what is believed possible. Minderoo Foundation is independent, forward thinking and seeks effective, scalable solutions. We are proudly Australian, and one of Asia's largest philanthropies, with AUD \$2 billion committed to a range of global initiatives. Our team comprises over 100 employees across seven locations.

Minderoo International is an exciting new strategic focus for Minderoo Foundation, aimed at scaling our mission to 'arrest unfairness and create opportunities to better the world' globally.

Starting small, we are building a team that will be responsible for managing strategic international stakeholder and partner relationships as well as identifying, scoping, assessing, and standing up new opportunities overseas

Thrive By Five - ensuring every child has a bright future. We believe every child can, and should, thrive by the age of five. A long-term, evidence-based strategy to create a culture that prioritises children will ensure that all Australian kids have the best start to life. We are focused on partnerships with research institutions, investments at a community level, and engagement with policy makers to help build the case for system-level change.

About the role

Reporting to the Director - Minderoo International, the Strategic Marketing and Communications Lead will have responsibility for developing and implementing strategic communications for the Thrive by Five app in thirty (30) countries, developing messaging and promotional materials for a diverse range of audiences, and developing and executing tailored campaigns to the target audience in the respective countries.

Your key responsibilities will include:

- Develop and implement country-specific 'go-to-market' multichannel communication strategies and plans for the Thrive by Five app and its content in each of the 30 countries.
- Ensure the successful marketing and distribution of the Thrive by Five app and its content.
- Manage and organise the technical, administrative, and budgetary monitoring of the communications plan for the Thrive by Five app and its content.
- Leverage data driven insights to inform each bespoke strategic approach, communication objective and KPI.
- Develop clear and consistent messaging and high-quality content that aligns with the app and its content and engages the audience and builds brand recognition.



- Build deep understanding of local media consumption characteristics and trends, pertaining to local user segments and local media stakeholders and tactics. Develop strong understanding of departmental, divisional, and corporate goals and strategies, and ensure they are integrated into communications and outreach activities
- Develop international professional networks to aid the development and execution of the promotion and dissemination plan.

About you

To be successful in this role you will have

- Significant years of experience in marketing, communications, or a related field. Experience working in international contexts would be highly valued.
- Capacity to think laterally, and consider how a product could inspire a paradigm shift with regards to early childhood development.
- Strong intercultural mind. Capacity to work in different national and cultural contexts.
- Capacity to be bold, innovate and think laterally, to deploy effective tactics appropriate to specific and challenging contexts.
- Demonstrated past performance with large-market product launches and dissemination, achieving big reach and high-level of audience engagement.

A demonstrated interest in early childhood development would be viewed favourably

Of vital importance is that you have a “can-do” attitude and proactive willingness to suggest improvements or develop creative solutions to challenges and processes, you can adapt and be flexible and thrive on uncertainty!

Are you **resilient** enough to bounce back up, dust yourself off and go again with **enthusiasm** and a **never, ever give up attitude** after being knocked back or pushed down?

Are you prepared to be **challenged and stretched** in ways you have never considered?

Are you really **up for the challenge**?

Next Steps

Please attach your resume and a cover letter explaining why you are up for the challenge!

Tattarang and Minderoo Foundation embraces Equal Opportunity and promotes diversity. We actively encourage Aboriginal & Torres Strait Islanders, people of all backgrounds, ages, sexual orientation, and those with Disability to apply.

Next Steps