



## Financial Industry Collective Outreach

<b>Job Title:</b>	Communications and Events Coordinator	<b>Location:</b>	Kuala Lumpur
<b>Job Type:</b>	Fixed Term Contract until 31 December 2021		
<b>Job Description</b>			
<b>ABOUT FINCO</b>			
<p>The Financial Industry Collective Outreach (FINCO) is a collaborative initiative pioneered by all financial institutions (FIs) in Malaysia with the guidance of Bank Negara Malaysia to provide underprivileged children and youth with the guidance and educational tools they need to achieve their life goals. FINCO seeks to achieve these objectives through the collective development of programmes in English Proficiency, Life Aspiration, Financial Literacy and Disaster Relief as well as through shared programmes supported by individual financial institutions.</p> <p>FINCO is currently working with over 300 schools across Malaysia, providing teacher training, student workshops and activity fairs as well as other initiatives which aim to provide students with equal access to high quality educational opportunities.</p> <p>The postholder will join the FINCO Management Team (Backbone) who comprise of three people but also work closely with FINCO Programme Managers (Activators), who are based in states across Malaysia, and the FINCO Steering Committee.</p>			
<b>MAIN DUTIES</b>			
<p>The postholder will support planning and oversee the execution of communications plans and activities to deliver the organizations' key messages to both internal and external stakeholders, both offline and online. Also assistance with organization and coordination of events including meetings, forums, seminars, training and others.</p>			
<b>ROLES AND RESPONSIBILITIES</b>			
Social Media			
<ul style="list-style-type: none"><li>• Work with the FINCO Backbone to ensure FINCO's social media channels are consistently maintained, updated and developed.</li><li>• Lead on planning and research and provide weekly content for social media channels in cooperation with FINCO Backbone and FINCO Activators.</li></ul>			
Website			
<ul style="list-style-type: none"><li>• Ensure FINCO's website is consistently maintained and developed to high standards, ensuring that information and resources are updated on a quarterly basis, or as required.</li></ul>			
Media Relations			
<ul style="list-style-type: none"><li>• Plan and Identify opportunities for media coverage and key messages to be conveyed.</li><li>• Draft and distribute press releases and arrange press briefings as appropriate.</li><li>• Develop a press database and media relationships and monitor enquiries.</li></ul>			
Internal Communications			
<ul style="list-style-type: none"><li>• Support the development of the internal communications plan and feed into reviews.</li></ul>			

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- Support the identification and development of case studies and stories which demonstrate the impact of FINCO's activities.
- Work with the FINCO Backbone and Activators to provide content for internal communications including update meetings, quarterly newsletters, CEO updates and the Annual Report.
- Work with the FINCO Backbone to develop a communications toolkit for members including key messages, corporate video etc.
- Assist with updating databases and ensuring they meet data protection standards.

## Branding

- Support the development of FINCO's branding guidelines and templates.
- Assist with the production of promotional materials e.g. infographics, posters etc

## Evaluation and Monitoring

- Prepare quarterly audience reach analysis data for the Backbone team.
- Ensure content and images used by FINCO, its' partners, Activators and members comply with copyright and FINCO's Child Protection Policy.

## Events

- Support the FINCO Backbone in organizing internal and external events such as members' meetings, symposiums and forums, including securing venues, managing registration, room set up etc.
- Support the delivery of programmes by assisting with the logistics for teacher training, career fairs, student career videos etc

Support the operations of FINCO as required.

## QUALIFICATIONS

Bachelor's Degree. Desired course of study: marketing, communications, or any discipline plus equivalent experience.

## SKILLS AND KNOWLEDGE

- Excellent writing and editing skills in English and Bahasa Malaysia and the ability to identify engaging story angles and write for a variety of audiences including the corporate sector, general public and other stakeholders.
- Ability to produce clear and engaging written and visual content for digital platforms in English.
- Ability to create engaging content for Social Media channels (e.g Facebook, Twitter, YouTube, Instagram, TikTok).
- An analytical mind and ability to think critically to develop new ideas and identify new opportunities.
- Ability to work independently while maintaining effective working relationships with remote colleagues including the FINCO Backbone, Activators and other stakeholders.
- Highly organized with excellent attention to detail and the ability to manage several projects at the same time.
- Strong communication skills including fluency in English and Bahasa Malaysia.
- A good network of media contacts is desirable.

## EXPERIENCE

- 3 to 5 years of relevant full-time experience in communications and event planning.
- Experience working with traditional and non-traditional media outlets.
- Experience in planning events for a variety of audiences.

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- Experience working with non-profits or on CSR or community engagement programmes with a focus on impact is desirable.

### **BENEFITS**

- Salary commensurate with experience
- EPF
- SOCSO
- Annual Performance Related Bonus

### **OTHER INFORMATION**

- The Backbone team currently work remotely and the postholder will be expected to have access to home office facilities such as a phone, laptop and stable WiFi.
- Whilst some local travel may be necessary, the role will require remote working with Activators who are based in different states across Malaysia.

Cover letter and CV should be submitted by 1 November 2020 to [career@finco.my](mailto:career@finco.my)

For further details contact: Tham Yin Yee: [yinyee@finco.my](mailto:yinyee@finco.my)

Created by:	Clare Walker	Date/Time:	7/10/2020
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