

Communications Strategist (Asia)



Reports to: Media and Communications Director

Location: Melbourne preferred

Employment type: Full-time

Date: August 2026

About Market Forces

Market Forces campaigns to protect the environment by shifting finance away from fossil fuels that are driving climate change. We focus on banks, superannuation funds and other investors that finance environmentally risky and damaging activities. Shifting investment to a clean energy revolution is needed to secure a stable climate.

Our team campaigns on the most concerning fossil fuel polluters in Australia, Asia and beyond and the financial institutions enabling the expansion of coal, oil or gas – wherever our interventions can create the greatest impact.

Our work is grounded in a shared commitment to Empowerment, Integrity, Impact and Creativity as our core values.

Role purpose

Market Forces campaigns are designed to engage and influence key stakeholders. Our objective is to protect the environment by stopping proposed fossil fuel projects.

The Communications Strategist (Asia) works closely with the Media and Communications Director and the Campaigns Directors to ensure that Market Forces campaigns reach and influence key target audiences in Asia to strengthen the organisation's ability to drive environmental impact.

The Communications Strategist (Asia) will conceptualize campaign communications to build Market Forces' profile in Asia and lead implementation of agreed communications strategies, working with external partners and providers and coordinating Market Forces' team inputs.

Key relationships

Internal	External
Media and Communications Director	Media contacts
Finance Campaigns Director	Service providers (designers, translators, video producers etc)
Corporate Campaigns Director	Peers at allied organisations
Communications team colleagues	
Working group members across campaigns, research and communications	

Key outcomes

This role is accountable for outcomes across five key domains. Each describes the state of the organisation when the Communications Strategist (Asia) is performing at their best.

01 Strategic thinking

Communications and engagement strategies are informed by an appreciation of the 'bigger picture'.

- Maintains awareness of what is going on across the organisation that impacts planned communications and media engagement. In consultation with their manager and peers, contributes to developing effective, creative responses to potential risks and opportunities.
- Uses experience and judgment to inform strategic, tactical or operational choices. Involves relevant people in decision-making, including those with diverse perspectives. Aware and respectful of authority limits.

02 Achieving results

Communications plans are aligned with campaign goals and deliver measurable outcomes that contribute to strategic objectives.

- Turns ideas for campaign communications into feasible action plans and leads implementation with guidance from their manager, the campaigns directors, and in collaboration with campaign working group leads and other campaigners.
- Campaign or country focused communications plans are executed with accuracy, pace, creativity and strong cross-functional collaboration with leadership, campaign and research teams.

03 Influencing others

Works effectively within the organisation and with others to get work done.

- Contributes to agile, cross-functional projects or working groups focused on campaign communications to progress shared priorities.
- Listens actively, shares information appropriately, and communicates clearly within their team or in working groups to work towards shared goals.
- Stays calm under pressure. Focuses on outcomes when dealing with differences of opinion

04 Team performance

Understands that campaign success is based on teamwork. Contributes to on-going strengthening of teamwork through trust, respect and collaboration.

- Is a team player. Cooperates with others towards shared goals and outcomes.
- Builds effective working relationships within and beyond the organisation. Demonstrates respect, honesty and fairness when dealing with people and making decisions.
- Communicates and behaves authentically. Honours commitments and acts with humility. Admits and learns from mistakes. Not ego driven.

05 Positive culture

Contributes to Market Forces as an ambitious, effective and professional organisation that enables people to do their best work in a supportive environment.

- Understands personal achievement as part of a team effort. Celebrates success and acknowledgement with others. Is open to constructive feedback and offers such feedback to colleagues where appropriate, treating both as part of everyday team practice.
- Appreciates experiences and points of view that differ from their own. Avoids judging, encourages all team members to speak, be heard, included and valued. Offers support when others are struggling. Calls out conduct that does not align with Market Forces values and expectations.
- Is intentional about own conduct in line with Market Forces values and expectations. Demonstrates honesty, humility, empathy and courage. Acknowledges areas needing improvement and takes responsibility for personal and professional development.

Experience, capabilities and attributes

Experience

- Experience developing communications strategies covering paid and organic social media and other digital channels, traditional media, events, websites, and AI tools to support audience engagement. End-to-end delivery of communications projects including evaluation and managing for continuous improvement.
- Knowledge of the media landscape in select Asian countries in focus for Market Forces campaigns, particularly news and current affairs, with established contacts.
- Track record of working effectively within multidisciplinary teams.
- Ability to communicate complex information in an accessible, engaging way to generalist audiences.

Capabilities

- Communications strategy: develops and executes campaign-focused and country specific communications plans.
- Teamwork: works effectively with others across the organisation – campaign, research and communications teams – to deliver successful outcomes. Supports development of more junior colleagues.
- Cross-functional coordination: participates in working groups as required, providing expertise and leadership on Asia focused campaign communications.
- Stakeholder engagement: builds relationships with media contacts, service providers and suppliers, partners, external peers and supporters.
- Language skills: Fluency / native Japanese language skills required.

Attributes

- Deep commitment to Market Forces' mission and values.
- Diligent, accountable and outcomes-focused, with strong follow-through.
- Works well within a team, contributing to shared success and supporting others' development.
- Adaptable and resilient in a fast-moving campaign environment.
- Proven organisation skills and a capacity to juggle multiple projects while managing engaged stakeholders and deadlines.

Communications Strategist (Asia): key tasks and duties

- Conceptualise, plan and coordinate communications strategy to help build Market Forces' profile in Asia and mobilise support, as required.
- Identify best-fit communication and audience engagement modes matched to campaign needs and local circumstances.
- Oversee all Asia-focused campaign communications to ensure a smooth flow and timely, high quality delivery of agreed activities across the corporate and finance campaigns teams.
- Act as last point of review for Japanese language campaign communications prior to publication.
- Liaise with suppliers and external service providers including designers, Global Strategic Communications Council (GSCC) and other external communications partners, video production companies, translators.
- Measure and evaluate impact of campaign communications, sharing insights across campaigns and communications teams, aiming for continuous improvement.
- Manage paid advertising campaigns across digital, social and traditional media.
- Coordinate communications with traditional media and campaign advocacy for maximum impact.