



RE-ALLIANCE

Position Description Communications Specialist

ABOUT THE ROLE

Purpose of Position

RE-Alliance (REA) brings together communities, businesses and individuals to deliver for regional communities as we transition to powering our homes, cities and industries with clean, renewable power. Australia is on the brink of a massive build out of new wind and solar power, coupled with thousands of kilometres of new transmission lines. The creation of Renewable Energy Zones (REZs) will affect hundreds of regional communities across Eastern Australia. REA sees the opportunity to ensure that REZs work for communities and make the regions better places to live, including delivering secure, well paid jobs, cheap electricity, value-added industries, and innovative community programs.

The Communications Specialist is a critical part of the REA team working towards this goal. This position works in collaboration with REA staff and volunteers to develop and deliver effective communication strategies that advance the public and stakeholder conversation about the opportunities arising from renewable energy development.

The Communication Specialist is a dynamic member of the REA team, bringing communications expertise and strategic insight to all aspects of our work. The position will be integral to campaign strategy, project design and delivery as well as add strength to the organisation by communicating with supporters and building a credible and effective brand.

The focus of the Communications Specialist is ensuring that REA shapes and amplifies the message of renewable energy benefits for rural and regional communities, while contributing to building shared understanding and trust between diverse stakeholders. Using strategic insight, broad content production skills and familiarity with a range of platforms, the position will add communications expertise to the REA team as we advocate, educate and organise to improve industry practices and deliver local benefits.

The position will work closely with the National Director and the REA team to facilitate communication with and by local communities about renewable energy benefits, and may contribute to building the communications capability of industry participants or other stakeholders. In doing so, the position will draw on REA's expertise on the renewable energy and transmission sectors and work closely with other REA staff including the Transmission Advocate and Community Engagement Manager.

The position will also be involved in supporting and developing REA as a thriving organisation including supporting funding proposals, reporting and supporter communications.

The Communications Specialist will have a valid driving licence and access to a car to attend meetings and events as appropriate to the role. Some overnight travel and evening and weekend work will be required. Reimbursement for reasonable expenses will be provided subject to approval.

Key responsibilities

The Communications Specialist will be responsible for:

- Collaborating with the REA team to shape and deliver a wide range of communications as a core element of projects and campaigns, developing and implementing communications strategies that advance REA's goals and enhance our reputation
- Producing high quality and engaging content and building compelling storylines for a wide range of platforms such as the REA website, media releases, social media, community events, public presentations, newsletters and political briefings
- Organising initiatives and events to communicate with target audiences and to advance campaign or organisational goals, in close coordination with other REA staff
- Contributing to preparation of reports, proposals, funding pitches and other organisational documents, ensuring these reflect AWA's overall communications approach and branding
- Liaising with a wide range of stakeholders, including providing communications advice and support to community members or industry, and designing and leading capacity building activities to pass on valuable skills
- Developing a sound knowledge of renewable energy and the communities in which REA works, contributing to building strong relationships and ensuring that communications are sensitive to implications for stakeholders and colleagues
- Managing REA's database including developing and implementing strategies to grow online supporters and deepen stakeholder engagement with our work
- Seeking out and collaborating with specialist communications or marketing professionals to improve the quality and scope of REA communications as needed to develop and advance strategy
- Documenting the processes and capturing lessons from communication strategies related to renewable energy, including making these resources available to allied organisations
- Building the success of the REA team through positive and flexible contributions to the management and administration of the organisation.

ABOUT YOU

Qualities & Attributes

As a member of the REA team, the Communications Specialist is:

- Always professional, demonstrating courage, ethical work standards and a high level of integrity
- A clear and open communicator who works to facilitate trust with the team and partners
- Innovative, looking for creative solutions when situations are complex and directions are not clear
- Persistent, resilient and resourceful to achieve outcomes in the face of challenges and setbacks
- Effective under pressure and able to operate autonomously or contribute as part of a team as the situation demands
- Flexible and adaptable to transition between tasks and projects and move with change
- Genuinely committed to ethical management and inclusivity in decision making, and principles of social justice and equitable access
- Willing and able to work collaboratively in a small, interdependent team.

Capabilities

The Communications Specialist has these capabilities, skills and experience:

- Can-do attitude to tackle whatever the communication strategy requires, from high level analysis and message development to generation of routine content.
- Professional experience and a record of success in delivering a wide range of communications functions such as copywriting, editing, web design, web content production, social media content production, media releases, press conferences, email campaigns, photography, videography, video editing, and/or marketing events.
- Proven track record in designing and delivering communications strategies and proven ability to identify, analyse and respond to a wide range of communications opportunities and challenges
- Highly effective time management and organisational skills to get outcomes and meet tight deadlines, with proven ability to manage a broad range of tasks simultaneously and achieve complex goals
- Excellent interpersonal skills, incorporating verbal and written problem solving and influencing skills and familiarity with balancing the expectations and demands of a variety of stakeholders
- Sound judgement and resilience to resolve challenges independently using initiative as well as accessing support or seeking advice when needed
- Strong project management and organisational skills with ability to plan and coordinate communications events of different types and different scales including in highly sensitive contexts
- Proven expertise in the use of online analytics with the application of a range of tools to gain audience and issue insights, and to support internal and external reporting
- High degree of attention to detail and accuracy with the ability to develop and monitor procedure to ensure that all communications material remain on-brand
- Familiarity with best practice in marketing and brand management particularly in a social change context, with ability to design and implement activities to target social values and behaviour
- Aboriginal and Torres Strait Islander cultural awareness or ability to complete training and take action to build cultural awareness and capabilities.

SELECTION CRITERIA

Essential

1. At least 3 years professional experience in a communications role requiring a high degree of autonomy, with proven results gained by applying a range of communications tools and techniques
2. Excellent written and verbal communication skills, with proven ability to produce compelling content using a range of techniques including verbal, written, visual and audio-visual
3. Proven expertise in designing and delivering content strategies for all major media platforms, both traditional and new media
4. Demonstrated record of working effectively under pressure in collaboration with partners and stakeholders, including adapting to challenges and managing sensitive issues
5. A passion for building Australia's renewable energy future and improving the fabric of local communities
6. Current valid driver's licence and ability to travel widely on the Eastern Seaboard.

Desirable

7. Understanding of the needs and opportunities in rural and regional Australia, preferably living in regional Australia
8. Awareness of the Australian renewable energy sector status, opportunities and issues.

Accountability

The Communications Specialist has the following accountabilities:

- Reports to the National Coordinator and will undertake tasks as agreed as part of the staff team during the period of employment
- May not engage in any trade, profession or business which would be in conflict with the duties of his/her position. Potential employees must declare conflicts of interest prior to commencement and if any arises during the course of employment.

[Version 15 Jan 2021]