



Digital Communications Officer

Position Description

About us

[RE-Alliance](#) is an independent not-for-profit working to deliver a renewable energy transformation in Australia filled with sustainable, long-term benefits for regional communities.

We do this by listening to the needs and concerns of impacted local communities, facilitating collaboration across the industry to achieve social good and advocating for improved regional outcomes at a policy level.

We place regional renewal at the centre of the clean power transformation. The transition to renewable energy can give regional Australian families certainty that there will be jobs and prosperity in their local communities for decades to come. Now is the time to leverage the renewables boom into the best possible outcomes for farmers, landholders and locals.

We support locals in [Renewable Energy Zones \(REZs\)](#) to secure tangible benefits for their local communities. Jobs, sponsorships, cheaper power or funding to improve local schools, hospitals, fire stations...the list of possibilities is endless!

For wind, solar, transmission and storage companies, we are their experts on how to build trust with the communities they work in and make a meaningful difference. We help renewable companies get creative with new models for solar and wind farm ownership, investment, and benefit-sharing.

To Governments, we are advocates for policy settings that leverage the energy transformation to become a vehicle for regional renewal across Australia. We provide expertise in best-practice community consultation and benefit-sharing for renewable energy projects.

Last year, we rebranded from the Australian Wind Alliance to RE-Alliance, broadening our work to include the solar, storage, and critically, transmission sectors. We have a small but growing team of staff, spread out across regional Australia, dedicated to a just and timely energy transition to achieve significant emissions reduction this decade.

The role

This role is a one-year contract at 0.8 - 1.0 FTE, with extension subject to funding availability.

The Digital Communications Officer is part of a small but growing, dynamic and collaborative campaigns and policy team developing pointed research, advocacy and community engagement on how governments, industry and local communities can ensure the transition to renewable energy delivers regional benefits.

The position will work closely with the communications manager and the whole team, as well as NGO partners and the renewable energy industry to develop digital advocacy and campaigns content that will communicate the inspiring and innovative ways renewables are beginning to deliver benefits to our regional communities.

The role will contribute to RE-Alliance goals by:

- Leading digital promotion of events, publications and articles
- Engaging and educating industry and community audiences over social media
- Preparing presentations and documents for industry engagement
- Preparing newsletters and resources for RE-Alliance members and supporters
- Contributing to a collaborative and dynamic work environment
- Inputting into campaign strategies and tactics.

About You

Attributes

- Professional, demonstrating ethical work standards and a high level of integrity
- A clear and open communicator who works to facilitate trust with the team
- Innovative, looking for creative solutions in complex situations
- Effective under pressure and able to operate autonomously or contribute as part of the team as the situation demands
- Flexible and adaptable to transition between tasks and projects and move with change
- Committed to principles of social justice and equitable access
- Willing and able to work collaboratively in a small, interdependent team.

Capabilities

The Digital Communications Officer has the following capabilities, skills and experience:

- previous involvement in advocacy, community development or policy preferably related to the climate or renewable energy sector
- ability to work effectively in a small remotely-managed team
- ability to interpret and explain technical information using engaging plain English
- experience using a CRM to send emails, segment lists and manage website content, such as Nationbuilder

- digital design skills and experience using programs such as InDesign and Canva
- Experience using Google suite to manage files, collaborate on documents & prepare presentations
- experience using Facebook, Twitter, LinkedIn & Instagram to engage and broaden audiences with compelling content
- Experience using analytics tools to optimise engagement across platforms

Key Selection Criteria

Essential

1. At least 2 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. Strong 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 across a range of digital media platforms
4. Demonstrated record of working effectively under pressure in collaboration with partners and stakeholders, including adapting to challenges and managing sensitive issues
5. Passion for climate justice; building Australia's renewable energy future; improving the fabric of local communities; and justice for First Nations people
6. Current valid driver's licence and ability to travel interstate

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 Digital Communications Officer has the following accountabilities:

- Reports to the Communications Manager 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.

Application

To apply for this role, please submit your resume & cover letter including your response to the key selection criteria to Lu at lucy@re-alliance.org.au

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