



Position Description

POSITION TITLE	Digital Storyteller and Content Creator (0.4 EFT)
ORGANISATION	Renew Australia Inc
REPORTS TO	Engagement Lead
DIRECT REPORTS	None
MAIN LOCATION	Remote / work from home
JOB DESCRIPTION DATE	September 2025
HOURS	0.4 FTE - 30 hours/fortnight
SALARY	FTE \$80k-89k + super (adjusted for part-time hours) negotiable dependent on experience.

About Renew

Renew Australia Inc is an independent not-for-profit member-based association that inspires, enables, advocates, and campaigns for people to live sustainably in their homes and communities. Established in 1980, Renew provides expert, independent advice on sustainable solutions for the home to households, government, and industry.

Renew has helped thousands of households reduce their environmental footprint and save money with information on energy efficiency, solar power, rainwater tanks, materials reuse, and waste management.

Renew engages with thousands of people each year around Australia. We engage with our members, subscribers and the wider community across Australia, and have a network of active branches. Our community of climate change action includes:

- readers of our two market-leading sustainability magazines *Renew* and *Sanctuary*,
- participants at our regular expert events, expos and our annual national flagship event, Sustainable House Day.
- people contacting our advice service, our research and advocacy partners

Renew advocates for easy access to sustainable solutions as well as continual improvement of the technology, information and products needed to change the way we live.

Vision

A world in which communities thrive in a way that does not cost the earth.

Mission

To inspire, enable, and advocate for people to live sustainably in their homes and communities.

About the role

This position of **Digital Storyteller and Content Creator** takes leadership on growing Renew's online presence and community. The Digital Storyteller role will create engaging, accessible, and inspiring digital content that amplifies our mission, supports membership growth, and builds stronger connections with our community.

Working closely with the team, this position will manage our social media channels, develop multimedia content, and contribute to campaigns that encourage more Australians to live sustainably.

Responsibilities include:

1. Building and delivering strategies to grow our reach, engagement, and impact across digital platforms.
2. Planning, writing, designing, and scheduling content (social media, newsletters, etc.) that showcases Renew's work, campaigns, and publications.
3. Producing multimedia content—short videos, reels, graphics, stories—tailored for different audiences.
4. Tracking social trends, conversations, and analytics, and refining strategies to maximise performance.
5. Working with the team on integrated campaigns for membership, fundraising and advocacy.
6. Producing monthly reports on engagement and digital performance.
7. Ensuring all digital content reflects Renew's brand voice and values.

Selection Criteria

Essential

- Experience running social media for an organisation, campaign, or brand.
- Good understanding of sustainability and climate change issues.
- Strong writing and editing skills, with the ability to switch up your tone and style depending on the channel.
- Experience running an engaging and impactful e-newsletter program.
- Skills in creating multimedia content (graphics, reels, video editing—using tools like Canva, Adobe, CapCut or similar).
- An understanding of digital analytics and how to report on engagement.
- Solid organisational skills, the capacity to work independently and show leadership, and to collaborate closely with others in a small team.

Desirable

- Experience working in a membership-based or not-for-profit organisation.
- Knowledge of content management systems (like WordPress).
- Familiarity with SEO and e-newsletter platforms.

Work arrangements

- This is a remote-work from home position, and applicants from around Australia will be considered.
- There is the opportunity to deliver the work in a flexible manner.
- Employees based in Melbourne are encouraged to work face-to-face each fortnight.

Additional benefits

- Annual leave loading of 17.5%
- Paid Christmas closure.
- Flexible work practices.