



Communications Director

Position Description

February 2026

Summary

- \$125,000 - \$135,000 pro rata p.a. plus super depending on skills and experience
- 0.8 - 1.0 FTE
- One year contract with the intention of renewal subject to funding
- Work from home with occasional travel

About Us

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

We do this by listening to the needs and concerns of local communities where large scale renewable energy projects are being built or proposed, facilitating collaboration across the industry to achieve social good and advocating for improved regional outcomes at a policy level.

We work to place regional communities at the centre of the shift to renewables. Solar, wind, transmission, and storage projects can contribute to regional prosperity and give regional Australian families certainty that there will be jobs and opportunities in their local communities for decades to come.

For the renewable energy industry, we are experts on how to build trust with rural and regional Australia and make a meaningful difference. To governments, we are advocates for policy settings that leverage the energy transformation to become a vehicle for regional renewal across Australia. To the media, we are the go-to source for solutions-focussed narratives that place regional voices at the centre of this significant change.

We have a growing team of staff, spread across regional Australia, dedicated to a just and timely energy transition to achieve significant emissions reduction this decade.

As a team, we are highly collaborative, punching well above our weight by working in partnership with other not-for-profits, community organisations, local governments and renewable energy companies.

The Role

This role is a one-year contract, with the intention to continue the role subject to funding availability.

The Communications Director leads RE-Alliance's public facing work, managing media relations, content creation, stakeholder communications and digital strategy. A core focus across all of these channels is to elevate the voices and practical stories of regional communities at the centre of Australia's shift to renewable energy. The role requires a blend of high-level strategy, on-the-ground community relationship building, a sharp ability to translate complex energy policy into compelling narrative and a preparedness to hit the phones when a breaking story emerges.

RE-Alliance's strategic **vision** is for a responsible and rapid shift to renewable energy in Australia that actively contributes to the strength and resilience of our regions. The Communications Director leads delivery of a key **goal** in the organisation's strategic plan: to shift the narrative on renewables across regional Australia to focus on solutions and opportunity.

Key Responsibilities

In delivering this goal, the role's key responsibilities include:

Strategic Communication and Narrative Building

- Develop and lead strategy: ensure the communications strategy aligns with RE-Alliance's vision and delivers on its core goals.
- Brand stewardship: oversee the organisation's voice, ensuring it remains a 'trusted, independent' middle-ground actor that can speak effectively to both a local farmer and a federal energy minister.
- Narrative leadership: continue to build 'renewables done right' messaging to counter misinformation and build trust for wind, solar and transmission projects in regional communities.

Media Relations

- Media engagement: act as the primary contact for media. Draft media releases, manage proactive media pitches, foster relationships with journalists and coordinate reactive responses to breaking energy and climate news.
- Spokesperson coaching: prepare the National Director and other staff for media interviews and public speaking engagements.

Advocacy Support and Collaboration

- Simplifying complex advocacy: Work alongside the Advocacy Director and Policy and Research Director to translate complex submissions and research into accessible resources for communities, climate and environmental organisations, industry and political stakeholders.
- Cross sector collaboration: facilitate and participate in communication working groups on renewables in the regions media and narrative responses.
- Establish new and foster existing partnerships and relationships across a range of sectors for impact.

Community and Stakeholder Engagement

- Regional storytelling: engage directly with rural and regional people - such as farmers, community leaders and local government representatives - to elevate their voices at the centre of Australia's shift to renewables. The Communications Director is comfortable proactively reaching out through our networks to build strong, direct relationships with these

spokespeople to identify stories of solutions and opportunity to break the cycle of fear and negativity.

- Resource development: oversee the production of high-impact reports and toolkits that become tangible tools for regional communities.
- First Nations lens: ensure communications proactively support First Nations' rights to Free, Prior and Informed Consent (FPIC) across Australia's shift to renewables.

Digital and Content Management

- Digital ecosystem: oversee the RE-Alliance website and sub-sites (Local Energy Hubs and Renewables Done Right), email marketing (monthly e-news) and social media channels to grow an engaged and diverse audience - from regional communities, industry professionals, political stakeholders and donors.
- Content production: Direct the creation of visual and written assets, including videos and infographics and deep-dive blog posts on complex topics.
- Crisis communications: Provide rapid support to the Communications Manager and wider team to respond to bad faith narratives or local conflicts, providing accurate, science-based information.

Organisational Leadership

- Executive leadership: With the National Director, Advocacy Director and Policy and Research Director, provide organisational leadership as part of the Steering Committee.
- Team management: provide guidance and support to the Communications Manager and manage, on occasion, subcontractors for specific projects (film-makers, graphic designers, copywriters etc).
- Impact reporting: Use analytics and KPIs to demonstrate to donors and the Board how communications activities are shifting the narrative.
- Fundraising support: Collaborate on grant proposals and support delivery of the annual report (led by the Communications Manager) to ensure RE-Alliance remains financially sustainable through philanthropic and individual donor support.

The Communications Director will have a valid driving licence 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.

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
- Open to, and able to work with a wide range of views from across our diverse stakeholder group
- 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
- A strategic collaborator, always keeping an eye out for ways to increase our impact by working in partnership with other organisations and individuals.
- 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 Communications Director has the following capabilities, skills and experience:

- extensive experience developing proactive and reactive media, pitching stories and developing relationships with journalists
- ability to craft compelling communications strategies that demonstrate the application of quantitative and qualitative insights, reflect collaboration with partners and generate creative and compelling messages and tactics
- experience producing high-quality and engaging content and building compelling storylines for a wide range of platforms as part of an integrated communications strategy
- ability to liaise with a wide range of stakeholders, including providing communications advice and support to community members or industry, and design and lead capacity-building activities to pass on valuable skills
- sound judgement and resilience to resolve challenges independently using initiative as well as accessing support or seeking advice when needed
- ability to work effectively in a small remotely managed team
- strong project management and organisational skills with the ability to plan and coordinate strategic and operational communications projects including in highly sensitive contexts
- Aboriginal and Torres Strait Islander cultural awareness or ability to complete training and take action to build cultural awareness and capabilities.

Key Selection Criteria

Essential

1. At least 8 years professional experience in a media or communications role requiring a high degree of autonomy, with proven results gained from an instinct for good stories and relationships across the media industry
2. Proven ability to manage long-term and complex projects with multiple stakeholders, monitoring and reporting on status and escalating risks
3. Demonstrated record of working effectively under pressure in collaboration with partners and stakeholders, including adapting to challenges and managing sensitive issues
4. A natural communicator with the ability to connect with a diverse mix of stakeholders, and an innate ability to bring people together to solve complex communications challenges.
5. Understanding of the needs and opportunities in rural and regional Australia, preferably living in regional Australia
6. A passion for climate justice; building Australia's renewable energy future; improving the fabric of local communities; and justice for First Nations people
7. Current valid driver's licence and ability to travel occasionally on the Eastern Seaboard.

Desirable

8. Awareness of the Australian renewable energy sector status, opportunities and issues.
9. Extensive media networks

Accountabilities

The Communications Director has the following accountabilities:

- Reports to the National Director and will undertake tasks as agreed as part of the staff team during the period of employment
- Manages the Communications Manager as a direct report

- May not engage in any trade, profession or business which would be in conflict with the duties of the position. Potential employees must declare conflicts of interest prior to commencement and if any arises during the course of employment.

Remote Working

RE-Alliance is a fully remote working organisation that supports flexible work arrangements and work-life balance, enabling all employees to manage their professional and personal lives effectively, regardless of circumstances. It is expected that you will bring your own laptop, smartphone, and be set up to work productively from home or remotely for the majority of your employment. However, where this would create a barrier to employment or productivity, RE-Alliance may offer support and alternative workplace arrangements on a case-by-case basis.

Application

To apply for this role, please submit your resume and cover letter, including your responses to the key selection criteria, via EthicalJobs.

If you'd like to discuss the role, please contact our National Director, Andrew Bray, via andrew@re-alliance.org.au.