

Position description

POSITION:	Communications and Digital Manager
LOCATION:	Level 18, 1 Nicholson Street East Melbourne VIC 3002
EMPLOYMENT:	Part-time fixed term one-year contract with a view to permanent
FTE:	0.6 - 0.8 (22.8 - 30.4 hours per week)
REPORTING TO:	Head of Strategy and Partnerships
CURRENT:	July 2026

ORGANISATION PROFILE

The EEC is a membership association for organisations working to harness the power of efficiency, electrification and energy flexibility to deliver a prosperous, net-zero future.

Our mission is to catalyse action from government and industry that delivers:

- Efficient, electric homes;
- Productive, net-zero businesses; and
- An optimised energy system powered by renewable energy.

We work with our members, governments and other experts to accelerate the deployment of efficient, electric and flexible products and services.

We deliver practical change by building the evidence base, making the case, informing policy, supporting skill and literacy, and shaping market outcomes.

As well as its business-as-usual activities, the EEC undertakes strategic projects, many of which are supported by external organisations providing either financial or in-kind support.

JOB PURPOSE

The Communications and Digital Manager is responsible for lifting the quality, consistency and impact of EEC's communications across digital, media, member and event channels.

This is a hands-on role designed to amplify EEC's impact and positioning, drive event attendance, increase partnership value, and support membership growth across the homes, businesses and energy system market segments.

The role will work closely with the Partnerships team and broader EEC teams to turn EEC's sector leadership, advocacy, events, and partnerships into compelling content, campaigns and communications that engage members, industry, government and the broader public.

This role suits someone who enjoys both shaping the communications agenda and rolling up their sleeves to deliver it. You will need to be confident writing, editing, publishing, coordinating, designing and reporting — often with limited external support.

Interest in and engagement with Australia's energy and/or sustainability sectors, and experience in an industry association or member-based organisation will be considered favourably, however are not essential attributes.



KEY DUTIES

Management of EEC's communications and digital activity, including:

- Development and delivery of a communications and digital plan aligned to the EEC's market acceleration strategy, membership objectives and revenue priorities;
- Delivery of practical media and public relations activity, including drafting materials, pitching stories and responding to or directing media enquiries;
- Establishment and management of a structured communications calendar to support coordinated campaigns, content and communications across the organisation;
- Delivery of communications activity to promote EEC events, working closely with the Senior Events Manager to drive visibility, engagement and attendance;
- Development of content that supports partner and member value, including case studies, co-branded materials and communications that enhance visibility and positioning;
- Creation, editing and publishing of content across EEC's key channels, including EDMs, social media, website and campaign materials;
- Planning and execution of communications campaigns across priority initiatives, working independently and with external support where required; and
- Collaboration across the EEC team to identify opportunities, translate policy and analysis into clear communications, and improve coordination and consistency of output.

The EEC is a small and flexible organisation. The successful candidate will be required to contribute to cross-organisational projects and initiatives as required, working collaboratively with colleagues and external stakeholders to support the EEC's overall goals.

KEY RELATIONSHIPS

Direct reports:	None
Reports to:	Head of Strategy and Partnerships
Internal relationships:	Chief Executive Officer Partnerships and Events Policy and Research Workforce Development
External relationships:	EEC members, partners and stakeholders Industry and mainstream media

KEY EMPLOYMENT CONDITIONS

Exact employment conditions will be negotiated based on the qualifications and experience of the candidate.

- 0.6 – 0.8 FTE – 22.8 - 30.4 hours per week;
- \$120,000 per annum including superannuation, pro-rated to FTE (\$72,000 - \$96,000 per annum including superannuation);
- Some out-of-hours work may be required, as well as occasional interstate travel;
- Preference for a Melbourne-based candidate, however candidates from other states will be considered and are encouraged to apply; and
- Flexible work arrangements.

Key selection criteria

SKILLS, EXPERIENCE AND BEHAVIOURAL COMPETENCIES

The EEC supports a diverse, equitable and inclusive work environment. Applicants are encouraged to apply for this position if they meet *some, but not all*, of the preferred key selection criteria.

Preferred skills and experience

- Demonstrated experience in communications, digital marketing, content creation or public relations roles;
- Proven ability to develop and deliver communications across multiple channels, including EDMs, social media, website content and campaigns;
- Strong writing, editing and message development skills, with a high level of attention to detail, accuracy and timing;
- Demonstrated ability to manage a communications calendar and deliver to deadlines;
- Experience working hands-on to create, publish and manage communications activity with limited external support;
- Experience developing content that supports member engagement, partner visibility or commercial outcomes;
- Experience with media relations, including drafting materials, pitching stories and responding to or directing media enquiries;
- Strong stakeholder management skills, with the ability to build effective working relationships across internal and external audiences;
- Experience using digital tools and systems such as CRM platforms (e.g. HubSpot), CMS (e.g. WordPress) and content design tools (e.g. Canva), and event management software (e.g. EventsAir);
- Ability to track performance and provide clear, practical reporting on communications activity;
- Ability to develop and apply clear messaging frameworks and content structures across communications.

Desirable education

- Further education in communications, marketing and/or public relations will be considered favourably.

Desirable experience

- Experience of designing and delivering multi-channel marketing and communications campaigns;
- Ability to create and effectively manage administrative processes that are effective, efficient and robust;
- Professional experience in an industry, consumer or environmental non-profit organisation; and/or
- Experience coordinating freelancers, designers or external communications support.

Personal attributes

The interview process will also assess the following behavioural competencies. However, these do not need to be specifically addressed in the application:

- Organised, self-motivated and results driven, with integrity;
- Adaptable and flexible in outlook;
- Well-presented and able to liaise with senior executives and external stakeholders;
- Ability to maintain a high level of attention to detail while managing competing priorities and time constraints;
- Ability to work on own initiative, and to manage workload independently;
- Superior time management with the ability to work to deadlines; and
- Collaborative, team-oriented and committed to contributing to shared organisational outcomes.

Key accountabilities

Accountability	Measurables / KPI
<p>Communications planning and delivery</p> <ul style="list-style-type: none"> • Develop and maintain communications plan and calendar; • Deliver coordinated communications aligned to organisational priorities; • Support planning and execution of campaigns and content activity. 	<ul style="list-style-type: none"> • Clear, used communications calendar in place; • Communications delivered in line with agreed priorities and timelines; • Improved consistency and coordination of communications output.
<p>Media engagement</p> <ul style="list-style-type: none"> • Draft and distribute media materials; • Pitch and respond to media opportunities; • Support spokespeople with communications materials. 	<ul style="list-style-type: none"> • Timely and high-quality media outputs; • Media opportunities identified and actioned; • Responsive handling of media enquiries.
<p>Content and channel management</p> <ul style="list-style-type: none"> • Manage EDMs, social media, website and content publishing; • Create and maintain high-quality communications content; • Ensure consistency across channels. 	<ul style="list-style-type: none"> • Regular and reliable publishing cadence; • Strong engagement across channels (e.g. open rates, reach, interaction); • Consistent quality and presentation of content.
<p>Event marketing support</p> <ul style="list-style-type: none"> • Deliver communications activity to support event promotion; • Contribute to event website development; • Contribute to pre- and post-event content and engagement. 	<ul style="list-style-type: none"> • Increased visibility and reach of EEC events; • Contribution to attendance outcomes; • Delivery of post-event content and follow-up communications.
<p>Partner and member communications</p> <ul style="list-style-type: none"> • Develop and deliver partner and member content (e.g. case studies, co-branded material); • Support visibility and positioning of partners across communications channels. 	<ul style="list-style-type: none"> • Delivery of agreed partner content outputs; • Increased visibility of partners and members across channels; • Positive feedback from internal stakeholders on partner communications.
<p>Reporting and systems</p> <ul style="list-style-type: none"> • Track communications performance across channels; • Provide simple, regular reporting; • Improve communications processes and systems. 	<ul style="list-style-type: none"> • Regular reporting delivered to internal stakeholders; • Improved visibility of communications performance; • More efficient and structured communications processes.

Accountability	Measurables / KPI
<p>Health and safety</p> <ul style="list-style-type: none"> • Adhere to the guidelines of the HR Policy & Procedures Manual. • Responsible for the health and safety of self and others. • Report all potential hazards immediately. • Assist to investigate all health and safety issues raised and implement corrective actions. 	<ul style="list-style-type: none"> • Demonstrate proactive approach to governance and OHS.
<p>Related duties</p> <ul style="list-style-type: none"> • Support the Head of Strategy and Partnerships, Head of Policy and CEO in delivering the EEC’s broader engagement and communications objectives; • Contribute to cross-organisational initiatives where communications supports membership, partnerships, policy or events activity; • Collaborate with team members to identify opportunities to amplify EEC’s work across all programs; • Provide reliable, high-quality communications support across the organisation consistent with EEC values and priorities. 	<ul style="list-style-type: none"> • Timely delivery of briefing packs and speaking notes for CEO/Head of Strategy and Partnerships/Head of Policy when required. • Demonstrate integration of strategy themes and cross-organisational initiatives into all communications initiatives • Facilitate team collaboration and share opportunities that arise.