



# SolarCitizens

A strong community voice for renewable energy and clean transport

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## Digital Storyteller

- **Full-time**
- **Hybrid, Sydney-based**
- **Australian + global programs**
- **Salary: \$100,000 - 110,000 + super**
- **Reports to:** National Campaign Director
- **Location:** Sydney, hybrid work from home and with our team each in the office in Kogarah, and travel as required

*Share the stories of today that change our tomorrow*

Solar Citizens is looking for a **Digital Storyteller** to share powerful stories, grow and unite audiences, and empower people to take action.

For 16 years, Solar Citizens has worked alongside everyday Australians who want cheaper, fairer, renewable energy and clean transport. Together, we have helped win major changes to Australia's energy system and built a community of hundreds of thousands of people.

Now our work is expanding.

We are in a climate crisis. The time to scale what works is now. We know lasting change happens **with people, not to people**, by giving everyday people greater agency and a direct stake in the solutions.

Alongside landmark national campaigns, including solar for renters, we are helping build a global, people-powered movement behind **300 million solar homes**, working with civil society organisations around the world to grow grassroots voices into active movements.

**We build the public will that helps shift the political will.**

Storytelling is already one of Solar Citizens' superpowers. Our CEO's career includes being an award-winning film and television director, and our organisation has 16 years of experience making complex issues digestible, and helping elevate consumer voices.

Now we want you to take that superpower into its next digital chapter.

## What you'll do

You'll find powerful human stories and help people share them, through short-form video, social content, interviews, photography, graphics, written stories, design for reports and presentations, and formats we haven't thought of yet.

You'll use **analytics, audience insights and experimentation** to grow our reach: understanding who we're reaching, who we're missing, what makes someone stop scrolling, and what turns interest into agency.

And you'll mine an extraordinary **16-year archive** of photographs, videos, supporter stories, campaign moments and victories, bringing the best material back to life and using the stories of yesterday to inspire the movements of tomorrow.

**Observe. Orient. Decide. Act.** Try things, learn quickly and do more of what works.

## About you

You're a consummate **storyteller**. You recognise a great human story and know how to draw it out of someone.

You understand that the most compelling climate story isn't necessarily about technology or tonnes of emissions. It's about people: the pressure of a power bill, the savings in your hip pocket, and having more control over your life.

You understand digital storytelling as the modern version of sharing stories across the back fence. Someone gets rooftop solar, their neighbour asks about it. Someone drives an EV, their friends want to know what it's really like.

But when unfair fights come to our doorstep, you'll help roll up the sleeves, put on the digital boxing gloves and help us win.

You're comfortable behind a phone or camera, deeply at home in the digital world and interested in how audiences actually behave. You're also comfortable with data — able to interrogate analytics, identify patterns and use evidence to improve what you do.

You're ok with being **playful and humble**. Sometimes change involves serious policy. Sometimes it involves our giant clean-energy mascots roaming the halls of Parliament

House - the fun-loving Muppets of clean energy, delivering a serious message in a way that's hard to ignore.

### **What you'll bring**

- Excellent storytelling, interviewing and writing skills.
- Strong short-form video, social, photography and graphic design expertise.
- Experience using Nationbuilder, Canva, Flickr, Asana and Google suite preferred.
- A deep understanding of social platforms, digital audiences and emerging formats.
- Experience using analytics and audience insights to grow reach and engagement.
- Curiosity about new digital and AI tools and how they can responsibly strengthen our work.
- Strong organisational skills, including managing a digital content archive.
- An appetite for experimentation: trying things, learning quickly and doing more of what works.
- A commitment to helping people share their stories with dignity and agency.

**We're interested in what you can make, find and communicate, not whether you've followed a conventional career path.**

Why Solar Citizens?

You'll work with a highly skilled team across national campaigns and a growing global movement, and help shape the next chapter of Solar Citizens.

At a time when societies are increasingly divided, we want to share stories about practical solutions that bring people together, reduce household costs, give people greater agency and tackle climate change at the same time.

We need to act with urgency. But we also need to show people that the future we're fighting for can make their lives better.

**The stories are already out there. Help us make them reach and inspire people to act.**

Please apply via Ethical Jobs listing

- A short cover letter (max 2 pages) directly addressing the essential criteria

- A current CV (max 3 pages)
- Providing examples of your previous work encouraged
- Contact details for two referees

Applications will be assessed on a rolling basis.

For further enquiries, contact [info@solarcitizens.org.au](mailto:info@solarcitizens.org.au) using the subject line: Digital Storyteller - enquiry via EthicalJobs.

Solar Citizens is committed to equity and inclusion and encourages applications from people of diverse backgrounds and experiences.