

## Position description

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<b>POSITION:</b>	<b>Communications Officer</b>
<b>LOCATION:</b>	Level 7, 222 Exhibition Street Melbourne VIC 3000
<b>EMPLOYMENT:</b>	Fixed-term contract, ending 31 December 2020, with intention to extend
<b>FTE:</b>	0.5FTE – nineteen (19) hours per week
<b>REPORTING TO:</b>	Manager, Events and Communications
<b>CURRENT:</b>	January 2021

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### COMPANY PROFILE

The Energy Efficiency Council is a not-for-profit membership association for businesses, universities, governments and NGOs. Founded in 2009, the Council's members are diverse, but are united by a common cause: building a sophisticated market for energy management products and services that delivers:

- Healthy, comfortable buildings;
- Productive, competitive businesses; and
- An affordable, reliable and sustainable energy system for Australia.

The Energy Efficiency Council's vision is to make Australia a global leader in smart energy management. To this end, the Council works with its members and partners to:

- Drive ambitious government policy by advocating for smart energy management policies and programs that deliver for all Australians;
- Support business decision making and growth with trusted, impartial information on energy so they have confidence making the right energy management investments; and
- Build the quality of energy management products and services by delivering training and professional development to energy management professionals across Australia.

Energy management encompasses a wide range of practices and technologies including energy efficiency, demand management or load shifting, and demand response. Smart energy management makes our buildings healthier and more comfortable, our businesses more productive, and our energy system more affordable.

The Council has five general divisions of activity to support the Council's agenda and the operationalisation of the Council's vision:

- Membership and partnerships;
- Policy and advocacy;
- Events;
- Training and sector development; and
- Projects.

## JOB PURPOSE

As part of the Council's FY20-22 strategy, the organisation aims to:

- Increase member, partner and stakeholder engagement;
- Focus on thought leadership;
- Support business decision making with trusted, impartial information on energy; and
- Inform and activate a network of advocates to take forward key planks of Council policy.

To achieve this, under the guidance, and with the support of, the Manager, Events and Communications and the Senior Manager, Partnerships and Engagement, the purpose of this role is to support member, partner and stakeholder engagement through:

- Curating and expanding the Council's social media presence;
- Administering the *First Fuel* podcast series and ad hoc webinars; and
- Delivering monthly and weekly newsletters and other electronic direct mailings (EDMs) on an ad hoc basis.

The Council is seeking someone who is interested in, and engaged with, Australia's energy sector, and who possesses excellent interpersonal and communications skills.

The Council is a small and flexible organisation. The successful candidate may be asked to assist with other Council activities on an ad hoc basis.

## KEY DUTIES

### Social media

The Communications Officer will be required to post daily social media content on the following themes:

- **Council content:**  
Opportunities for engagement with Council policy and advocacy initiatives, business engagement activities, events and training.
- **Member and stakeholder content:**  
Updates from senior Council members, partners and stakeholders.
- **Thought leadership:**  
Research, policy and advocacy updates from national and international energy management thought leaders.
- **Technology leadership:**  
Innovative energy management technology updates from leading energy services companies.
- **Business leadership:**  
Best practice energy management by Australian and international businesses, and other energy users like councils and households.

It is expected that multiple tweets will be made by the Communications Officer each business day, equally covering the above themes, and that at least one (1) public LinkedIn post will be made each day based on the strategic priorities for the week, as highlighted in the weekly *Communications meeting*.

In addition, the Communications Officer will be tasked with increasing member engagement through the LinkedIn members group by posting member only updates directly to the group. For example, highlighting the *Weekly news roundup* email each Friday morning after it has been emailed.

Furthermore, all new content added to the YouTube channel and Anchor podcast site should be promoted via Twitter and LinkedIn as soon as possible.

## **First Fuel Podcasts and webinars**

The Chief Executive Officer records regular *First Fuel* podcast episodes with Australian and international guests. The episodes are sometimes recorded live as webinars. The Communications Officer will lead on administering these webinars and/or podcast recordings, including:

- Maintaining the *First Fuel* recordings and release dates in the *Comms, Events and Training calendar*;
- Advertising the event via social media, EDMs and in newsletters;
- Developing run sheets;
- Setting up Zoom calls and individualised dial-in details;
- Uploading the audio and video to relevant platforms;
- Drafting 'show notes' with an overview of the discussion and links to referenced content;
- Transcribing key sections of the podcast for publication;
- Maintaining up-to-date statistics on listens and views;
- Developing a post-event wrap for direct email to registered persons and for inclusion on the website and in newsletters; and
- Updating the website before and after the recordings.

The times of these recordings vary, and the Communications Officer will be expected to demonstrate flexibility around their working hours to support this, with reasonable exclusions anticipated.

## **Newsletters and EDMs**

The Communications Officer will, under the guidance and with the support of the Manager, Events and Communications, administer the development of regular newsletters, including:

- A member-only *Weekly news roundup* that includes the most interesting energy management news from Australia and around the world that was shared on the Council's social media channels that week; and
- General/universal monthly newsletters *Efficiency insight* and the *Training and professional development snapshot*.

The Communications Officer will also send out a monthly reminder email for the *Senior member policy videoconference* and support the ad hoc administration of member updates, media releases and other EDMs, as requested by the Manager, Events and Communications and the executive team.

## **KEY RELATIONSHIPS**

Direct reports: None

Reports to: Manager, Events and Communications

Internal relationships: Chief Executive Officer  
Senior Manager, Partnerships and Engagement  
General Manager  
Other Council staff

External relationships: Council members, partners and stakeholders

## Key Selection Criteria

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### SKILLS, EXPERIENCE AND BEHAVIOURAL COMPETENCIES

#### *Essential skills and experience*

- Excellent written and verbal communication skills, with sound copywriting and editing skills.
- Excellent analytical and strategic thinking, with the ability to quickly analyse large amounts of information to produce succinct briefs and social media content.
- Excellent interpersonal skills, with the ability to build relationships with participants at all levels of the Australian energy/sustainability industry.

#### *Desirable skills and experience*

- Experience in an industry, consumer or environmental non-profit organisation.
- Experience in local, state or federal government.
- Experience in the energy or climate sector, or demonstrated capability to rapidly develop new knowledge and expertise.
- Excellent audio-visual skills, or demonstrated capability to rapidly develop new knowledge and expertise.

#### *Education an advantage*

- Completed or completing a tertiary qualification in communications, public relations, policy, energy and/or environmental studies preferred.

#### *Personal attributes*

The interview process will also assess the following behavioural competencies. However, you do not need to specifically address the following criteria in your application:

- Well-presented and able to liaise with senior executives and external stakeholders.
- Ability to multi-task, to work on own initiative and to manage workload independently.
- Extremely well organised.
- Self-motivated and results driven, with integrity.
- Adaptable and flexible in outlook.

### KEY EMPLOYMENT CONDITIONS

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

- Office based position in the Melbourne CBD (currently working remotely under COVID-19 conditions).
- 0.5FTE – nineteen (19) hours per week.
- \$32,500 per annum including superannuation for 0.5 FTE (pro-rated from \$65,000 per annum including superannuation for 1.0FTE).
- Some out-of-hours work required.

Preference is for a Melbourne or Sydney-based candidate, however other Australian based candidates will be considered.

## Key Accountabilities

Accountability	Measurables / KPI
<p><b>Social media and communications activities</b></p> <p><i>Leading, with support from the Manager, Events and Communications and Senior Manager, Partnerships and Engagement</i></p> <ul style="list-style-type: none"> <li>• Administers the Council’s social media accounts, developing and posting regular content on:               <ul style="list-style-type: none"> <li>○ Council content;</li> <li>○ Member and stakeholder content;</li> <li>○ Thought leadership;</li> <li>○ Technology leadership; and</li> <li>○ Business leadership.</li> </ul> </li> <li>• Posts a weekly discussion topic each Monday to the Council’s LinkedIn members group, moderating as necessary.</li> <li>• Engages with members, partners and stakeholders on social media threads.</li> </ul>	<ul style="list-style-type: none"> <li>• A minimum of one (1) Twitter post per content theme – five in total – each weekday from the @EECouncil Twitter account, noting that the business leadership tweet will be a retweet from the @_energybriefing account.</li> <li>• A minimum of one (1) Twitter post per weekday regarding business leadership from the @_energybriefing Twitter account.</li> <li>• A minimum of one (1) LinkedIn post each weekday from the Energy Efficiency Council LinkedIn account.</li> <li>• One (1) post for discussion to the LinkedIn members group each week.</li> </ul>
<p><b>First Fuel podcast and webinars</b></p> <p><i>Supporting the Chief Executive Officer, but leading on all activities highlighted below</i></p> <ul style="list-style-type: none"> <li>• Maintains the First Fuel recordings and release dates in the Comms, Events and Training calendar;</li> <li>• Advertises the event via social media, EDMs and in newsletters;</li> <li>• Develops run sheets;</li> <li>• Sets up Zoom calls and individualised dial-in details;</li> <li>• Uploads the audio and video to relevant platforms;</li> <li>• Drafts ‘show notes’ with an overview of the discussion and links to referenced content;</li> <li>• Transcribes key sections of the podcast for publication;</li> <li>• Maintains up-to-date statistics on listens and views;</li> <li>• Develops a post-event wrap for direct email to registered persons and for inclusion on the website and in newsletters; and</li> <li>• Updates the website before and after the recordings.</li> </ul>	<ul style="list-style-type: none"> <li>• Accountabilities delivered with accuracy and timeliness, and to the standards stipulated by the Chief Executive Officer and Manager, Events and Communications</li> <li>• A minimum of one (1) tweet each week before a webinar from the Energy Efficiency Council Twitter account;</li> <li>• A minimum of one (1) LinkedIn post each week before a webinar from the Energy Efficiency Council LinkedIn account;</li> <li>• A retweet of the CEO’s <i>First Fuel</i> podcast tweet on the day of the release of the podcast from the Energy Efficiency Council Twitter account;</li> <li>• A minimum of one (1) tweet on the day of an EEC engagement activity from the Energy Efficiency Council Twitter account in advance of the engagement activity commencing; and</li> <li>• A minimum of one (1) LinkedIn members group post on the day of an EEC engagement activity you’re your personal LinkedIn account in advance of the engagement activity commencing.</li> </ul>

<p><b>Newsletters and EDMs</b></p> <p><i>Leading, with support from the Manager, Events and Communications</i></p> <ul style="list-style-type: none"> <li>• Develops and send a weekly round-up of the Council's social media activities for members.</li> <li>• Supports development of content for newsletters and other communications.</li> <li>• Assists with keeping eec.org.au up-to-date.</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) <i>Weekly news roundup</i> newsletter is sent each Friday at 7.30am.</li> <li>• One (1) <i>Efficiency insight</i> newsletter sent on the second Wednesday of each month at 7.30am.</li> <li>• One (1) <i>Training and professional development snapshot</i> newsletter sent on the third Wednesday of each month at 7.30am.</li> <li>• One (1) <i>Senior member policy videoconference</i> EDM sent on the first Thursday of each quarter at 10.00am.</li> <li>• Ad hoc EDMs as required and delivered to the standards set by the Manager, Events and Communications and Council executives.</li> </ul>
<p><b>Health and safety</b></p> <ul style="list-style-type: none"> <li>• Adheres to the guidelines of the HR Policy &amp; Procedures Manual.</li> <li>• Responsible for the health and safety of self and others.</li> <li>• Reports all potential hazards immediately.</li> <li>• Assists investigations of all health and safety issues raised and implements corrective actions.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates a proactive approach to governance and OHS.</li> </ul>