

## Position Description

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<b>POSITION:</b>	<b>Engagement Lead</b>
<b>LOCATION:</b>	Level 18, 1 Nicholson Street East Melbourne VIC 3001
<b>EMPLOYMENT:</b>	Full-time, permanent ongoing contract
<b>FTE:</b>	0.8 - 1.0FTE (30.4 - 38 hours per week)
<b>REPORTING TO:</b>	Chief Executive Officer
<b>CURRENT:</b>	April 2022

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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 plays its full role in delivering:

- Healthy, comfortable buildings;
- Productive, competitive businesses; and
- An affordable, reliable 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;
- Build the quality of energy management products and services by delivering training and professional development to energy management professionals across Australia; and
- Support business decision making and growth with trusted, impartial information on energy so they have confidence making the right energy management investments.

Energy management encompasses a wide range of practices and technologies including energy efficiency, demand management or load shifting, and demand response. Smart energy management is essential for meeting Australia's goal of net zero emissions by 2050.

As part of the Council's strategy, the organisation aims to support Australia's transition to net zero by:

- Transforming the market for energy management products and services;
- Creating tangible value for members that's demonstrable to non-members, enabling their conversion to members; and
- Ensuring the continued impact of the Energy Efficiency Council through a sustainable business model.

## JOB PURPOSE

The purpose of this role is to lead on the development and delivery of the Energy Efficiency Council's engagement strategy, and manage a small but growing team in pursuit of this strategy.

High quality, strategic engagement increases the relevance, influence and impact of the Council, building the market for energy management, supporting energy management providers and energy users. It also provides a platform for the Council's activities, thereby supporting the diversification and growth of revenue.

The engagement lead will build upon the Council's established presence and strong credibility to manage the execution of an ambitious engagement strategy that raises the profile and impact of the Council's activities.

This role requires significant engagement with members and prospective members, formal and informal partners, journalists and other key stakeholders to develop mutually beneficial relationships aligned with the Council's goal of growing the market for energy management products and services to support the achievement of net zero by 2050.

The Engagement Lead will work closely with the executive leadership team to support engagement around the Council's three key workstreams and platforms:

- Policy and advocacy, represented by the 'classic' [Energy Efficiency Council](#) brand;
- Jobs and skills, represented by the [EEC Professional Certifications Framework](#); and
- Business literacy, represented by the [Energy Briefing](#) business engagement platform.

The Engagement Lead will manage a Digital Communications Officer, and is intended to support membership and revenue growth, enabling the expansion of the Engagement Division within the Council to include separate Digital and Communications roles as well as a Membership Manager by the end of the 2024-2025 financial year, or sooner, where possible.

The Engagement Lead will be highly motivated, with a track record of demonstrating initiative, acting autonomously, and having a keen attention to detail. The Engagement Lead will have excellent interpersonal, strategic, and oral and written communication skills, and a minimum of five (5) years' experience in communications, marketing and/or public relations, with experience in the energy, sustainability or an equivalent industry proving highly advantageous.

## KEY DUTIES

- **Development and delivery of the engagement strategy**, across all three key workstreams and platforms, and inclusive of media, communications and digital engagement.
- **Management of the Engagement Division**, including:
  - Direct reports;
  - Recruitment and management of external consultants, as appropriate; and
  - Preparation of reports to the Executive leadership team, Board and others as required.

- **Leading on media strategy and management**, including:
  - Developing and maintaining mutually beneficial relationships with key journalists and media/public relations representatives from governments, partners and members;
  - Securing media opportunities for key executives, in line with the engagement strategy; and
  - Drafting media releases, briefs and material for media engagement.
- **Leading on member and partner engagement**, including:
  - Developing and overseeing the EEC’s member acquisition and retention strategy;
  - Connecting existing, new and potential members with all aspects of the EEC’s work;
  - Leading engagement with key partners, including professional and business associations, environment groups, and consumer and welfare groups; and
  - Leading and administering meetings.
- **Establish and oversee processes for tracking and reporting on engagement metrics**, to inform ongoing iteration of engagement strategy.

The Council is a small and flexible organisation. The successful candidate will be required to work on a range of cross-organisational projects on an ad hoc basis, in collaboration with colleagues and external stakeholders to meet the Council’s overall goals.

At the outset the Engagement Lead will have one direct report, however it is anticipated that more direct reports will be added over time in line with the engagement strategy.

## KEY RELATIONSHIPS

Direct reports:	Digital Communications Officer
Reports to:	Chief Executive Officer
Internal relationships:	Head of Projects Head of Policy Head of Operations Other Council staff The Council’s Board
External relationships:	EEC members and prospective members Partners and stakeholders Media and communications professionals Professional development partners and stakeholders

## KEY EMPLOYMENT CONDITIONS

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

- 0.8 - 1.0FTE – between thirty-point-four (30.4) and thirty-eight (38) hours per week;
- \$120,000-140,000 per annum including superannuation (at 1.0FTE; pro-rated for 0.8 FTE);
- Some out-of-hours work required, as well as occasional interstate travel;
- Preference for a Melbourne-based candidate, however applications from candidates outside of Melbourne will be considered; and
- Flexible work arrangements under COVID-19, with Council staff working remotely and in the office in Melbourne.

## Key selection criteria

### SKILLS, EXPERIENCE AND BEHAVIOURAL COMPETENCIES

#### *Preferred skills and experience*

- A minimum of five (5) years' experience in communications, marketing and/or public relations;
- Subject matter knowledge in one or more the following:
  - Energy markets;
  - Industrial, commercial and/or residential energy management;
  - Climate change; and/or
  - Corporate sustainability;
- Highly motivated self-starter able to work with minimal supervision and direction;
- Excellent written, verbal and numerical communication skills, with sound copywriting and editing skills, a commitment to quality, and the capacity to effectively present in public;
- Excellent analytical and strategic thinking, with the ability to develop and operationalise strategy;
- Excellent interpersonal skills, with the ability to build relationships with key stakeholders from a diverse range of organisations and with participants at all levels of the Australian energy/sustainability industry; and
- Good understanding of finance and budgets.

#### *Preferred education*

- Completed a tertiary qualification in journalism, communications, marketing, public relations public policy, business, energy, environmental or equivalent studies.

#### *Desirable skills and experience*

- Professional experience in an industry, consumer or environmental non-profit organisation;
- Experience with business development, particularly with regards to membership structures;
- Demonstrated team performance management skills;
- Experience in the recruitment and management of contractors;
- Professional experience in local, state or federal government;
- Experience in policy consultation, stakeholder engagement and advocacy;
- Completed a post-graduate qualification in a relevant field, or demonstrated equivalent professional experience; and
- Demonstration of extra-curricular, volunteer or other experience that demonstrates the candidate's initiative by foreseeing problems, and finding solutions;

#### *Personal attributes*

- 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 multi-tasking; and
- Ability to work on own initiative, and to manage workload independently.