

POSITION DESCRIPTION

Title:	Marketing & Communications Officer
Reports to:	Executive Officer
Time Fraction	Part time for 4 days a week to 30 June 2022
Salary:	\$65,000 FTE. 4 days, 80% of FTE, is \$52,000 per annum plus 10% superannuation.
Hours:	30 hours per week (80% of FTE 37.5 hours). Flexible working hours (negotiable) will be necessary to accommodate working with other community energy groups across the region and this will include some evenings and weekend days. Travel expenses will be reimbursed.
Work Location:	A location of your choice but you must attend meetings, as requested, including face to face team meetings in Healesville and meetings with other community energy groups across the Greater Yarra Valley and Ranges area.

ROLE OUTLINE

Healesville Community Renewable Energy Inc (Healesville CoRE) is a small, grass roots, not for profit voluntary community group that aspires to transition Healesville to Net Zero carbon for the provision of electricity by 2027

Healesville CoRE has been successful in obtaining grant funding from the Victorian Government, through Sustainability Victoria, to be the Lead Organization in establishing the Yarra Valley Community Power Hub (YV-CPHub). The CPHub will be hosted by Healesville CoRE and will be run by a small administration team. The team will work collaboratively internally, and also externally, with 8 voluntary community energy groups spread throughout the Greater Yarra Valley and Ranges area, with 5 Local Government Authorities, with our professional and technical consultancy partner, Komo Energy, and with various other stakeholders.

The YV-CPHub will establish a Steering Group consisting of one representative from each community energy group across the region and the Steering Group will be the strategic decision-making body of the CPHub. The administration team will action the decisions of the Steering Group and will be responsible for coordinating stakeholders across the Greater Yarra Valley and Ranges area to develop and deliver community energy projects to support the State's transition to renewable energy.

The Program is to 30 June 2022 only and the objectives are to:

- Reduce greenhouse gas emissions.
- Increase installed renewable energy capacity
- Increase community support for renewable energy and other clean energy initiatives.
- Reduce energy costs for households, small businesses, and community services.

The YV-CPHub requires a **Marketing and Communications Officer** to support and assist in delivering the above objectives. You will be responsible to the Executive Officer and you will

work as part of a small team consisting of the Executive Officer, the Secretariat, the Marketing & Communications Officer and the Administration Officer.

The successful candidate will be a highly skilled and experienced Marketing and Communications Officer, who can work collaboratively as a team member, who has a strong commitment to community values, environmental values and to the Climate Emergency, who can demonstrate exceptional organizational and time management skills to complete all tasks in a timely manner. We are seeking a self-starter, who is self-directed, works fast and efficiently and who is acutely focused on doing what is necessary in a small team to ensure the organizational objectives are met.

RESPONSIBILITIES AND DUTIES

This short term project role will help support the YV-CPHub, through the Steering Group, the Executive Officer and the Secretariat, to promote a range of YV-CPHub projects and their successes.

The Communications Officer will work closely with the administration team and the community climate action and renewable energy groups and other stakeholders, including Councils, to raise energy literacy and to help communities access practical information to implement long-term, low-carbon solutions.

Providing Marketing and Communication support to the 8 community energy groups who are participants in the YV-CPHub is an essential part of this role, so familiarity in working with community groups and in particular, community energy groups, would be highly regarded. Travel will be likely be required and costs will be reimbursed.

KEY ATTRIBUTES AND SKILLS

Qualifications:

Minimum, completion of Year 12 or equivalent. Tertiary education preferred. Qualifications in Marketing and Communications will be highly regarded.

The Marketing and Communications Officer will have:

- Proven work experience as a Marketing and Communications Officer, with at least 5 years' experience, 10 years or more an advantage
- Proven ability to work autonomously in a small organization
- Proven ability to produce engaging content for website, social media and other digital channels
- Demonstrated ability to think strategically and creatively to deliver communications outcomes with impact
- Strong organizational skills with a problem solving, can-do attitude
- Excellent numeracy, written and verbal communication skills for different audiences
- Excellent communication and interpersonal skills including a mature and professional approach to managing all stakeholders
- Excellent presentation skills, confident and attentive to all stakeholders

- Strong computer skills and a willingness to learn to use the integrated online administration software used by the YV-CPHub including Google Workspace, WordPress and CiviCRM data base with web integration
- Excellent attention to detail, and ability to feedback issues to management in a professional manner
- Timely, punctual and well-organized and accountable
- Ability to organize and prioritise tasks, problem solve, ask questions and seek help when needing clarification or assistance
- Dedicated, committed, hardworking team member
- Understanding of the importance of community engagement and community renewable energy an advantage.

KEY RESPONSIBILITIES

Responsible for all the Marketing and Communications for the YV-CPHub to ensure successful promotion of all projects and activities for the Hub and for the network of local community renewable energy and climate action groups participating in the Hub. The key responsibilities are:

- Overall development of a communications strategy to address the broad and diverse communication needs of the YV-CP Hub. This would by necessity, include key messages, identification of key audiences, brand consistency etc.
- Writing, editing, proofreading and formatting copy for all media including website, Facebook, newsletters and blogs
- Developing communications and marketing materials for social media and websites for the YV-CPHub and assisting participating community energy and climate action groups to establish and develop their own website, social media platforms, newsletters and monitoring analytics
- Providing marketing and communications support for community meetings, events, seminars and conferences across the Greater Yarra Valley and Ranges region
- Ensuring all communications and marketing materials align with brand guidelines and organizational strategy and project rollout timelines
- Working with colleagues and other stakeholders to analyse and synthesise information and to prioritise key messages to develop impactful communications for targeted audiences
- Monitoring and reporting on website and social media analytics

PERFORMANCE GOALS

- High awareness of the work and initiatives of the YV-CPHub among stakeholders and the wider public
- Positive feedback from stakeholders
- Requests for marketing and communication resources are completed to a high quality and on time
- Accurate and timely reporting

- Assisting in development and maintenance of an effective and up to date marketing plan
- Effective and timely delivery of the marketing plan
- Accurate and timely reporting to Sustainability Victoria as per the Funding Agreement

HOW TO APPLY

Please email your resume along with a covering letter addressing the key selection criteria, your experience and how it relates to the role. Please also provide the contact information for 2-3 referees.

A police check will be required for the successful applicant.

For further information please contact: president@healesvillecore.org.au

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