

## Join Our Team as a Dynamic Digital Communications Specialist

We are looking for a savvy digital communicator to join our team at Energy Networks Australia. Perhaps you've cut your teeth at a digital agency or online publication and are looking to step into an inhouse role. Maybe you're just looking for a change or for the next step in your career.

Are you a proactive innovator who challenges the status quo and knows how to use technology to enhance digital communications and marketing operations, driving efficiencies and elevating our brand.

We are looking for the right team fit in our small but active organisation.

### Who we are | Energy Networks Australia

Energy Networks Australia (ENA) are looking for a new team member to help shape Australia's energy future.

Energy Networks Australia is the peak national body representing Australia's gas distribution and electricity transmission and distribution network businesses. These businesses deliver energy to nearly every household and business in the country. We are a key participant in the development of a better understanding of energy issues across the entire Australian community.

### The role | Digital Communications Manager

Reporting to the **Head of Communications**, the **Digital Communications Manager** works in the Corporate Affairs team. In this small team, the role is focused on delivering on-brand communications to support Energy Networks Australia in leading the networks in a transforming energy sector.

This is an exciting and challenging position with a salary package that reflects the demands of the role. At ENA, we offer a hybrid working environment, with the flexibility to work in our Melbourne CBD location and remotely by agreement; ideally you will be based in Melbourne, however, other locations will be considered for the right candidate. The role is a permanent full time position with flexible working conditions considered for the right candidate. There will be a small amount of domestic travel required in this role.

This role will suit someone with over 5 years' experience in delivering compelling digital content and analytics.

### Responsibilities of the role

- » **Website:** Manage ENA's Wordpress website, ensuring that information is current and accurate and a fair representation of our brand;
- » **Analytics:** Record and interpret regular statistical reports and digital analytics to drive continuous improvement;
- » **Social media:** Develop and deliver ENA's social media strategy within the broader communications strategy, including promotion and coverage of content and events;
- » **EDMs:** Manage the organisation's EDM schedule, including regular subscriber mailouts and event-related material;
- » **Event marketing:** Support ENA's event schedule through savvy digital marketing;
- » **Writing and editing:** Drafting of various communication tools and publications;
- » Liaison with member business communications teams about media and communications issues; and
- » Other duties as directed to support the activities of Energy Networks Australia.

## What's on offer

### **Salary range \$125,000-\$135,000 (including superannuation) with annual bonus**

Your role, while focused on Digital Communications and Marketing, will also allow you to work with our whole team across the organisation.

ENA is supportive of further professional development and learning and will help you grow your skills and develop further knowledge of the energy sector.

The right candidate will be offered a salary between \$125,000 to \$135,000 (incl super) depending on experience. In addition to this, an annual performance bonus will be offered.

## Skills and experience

### *What we're looking for:*

- » 5+ years' experience in digital communications/marketing, with a proven track record of delivering compelling digital content and analytics;
- » A demonstrated ability to provide strategic digital communications advice, take initiative and work quickly under pressure;
- » Experience using Wordpress CMS (or similar) and EDM platforms;
- » Attention to detail and strong editing skills;
- » A proven capacity to build and maintain relationships with key internal and external stakeholders;
- » Website and digital media analytics and familiarity with marketing and communications platforms such as Campaign Monitor; and
- » Proficiency in CRM systems and experience with managing customer data, segmenting lists, and integrating CRM with other marketing tools.

### *Highly desirable:*

- » Knowledge of survey tools and experience in designing and analysing surveys for events, market research, or other business requirements. (desirable);
- » Experience in webinar hosting and management, including selecting platforms, coordinating logistics, and promoting webinars. (desirable);
- » Proficiency in quick design tools, such as Canva or Adobe Spark or InDesign, to create visually-appealing content. (desirable); and
- » Experience in industry or a member-based association or similar advantage.

## How to apply:

At Energy Networks Australia, we are committed to fostering a diverse and inclusive work environment that values different perspectives and experiences. We encourage candidates from all backgrounds and life experiences to apply.

To apply for this exciting opportunity, please submit your CV, a short statement outlining your relevant skills and experience and a response to the selection criteria outlined below (no more than one page to cover both questions). Submit these documents to ENA's Head of Communications, Claire Ginn via [info@energynetworks.com.au](mailto:info@energynetworks.com.au)

**Applications close on Tuesday 24 June 2024.**

### Selection criteria:

1. Provide an example of a digital marketing campaign you've led that significantly improved brand engagement.
2. Please describe your approach to managing competing deadlines and priorities and servicing stakeholders across different portfolios.

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### Screening Questions

1. Right to work in Australia
2. 5+ years' experience
3. Proficiency in CRM systems, provide system name