



Cooperative Power Australia

Position Description

Position	Communications Organiser
Responsibility	Communications content development, digital organising and marketing, customer member digital experience
FTE	0.6 (22.8 hours per week) Open to discussion and role can be performed flexibly.
Engagement	12-month fixed term contract. With a view to extension.
Salary	\$85,566- \$95,260 pro rata per annum.
Superannuation	15%
Annual leave	5 weeks plus end of year shutdown.
Reporting to	National Director
Based in	This position can be performed remotely through working from home arrangement. Ability to work in the Australian Eastern Seaboard time zone is preferred. We have an office space in the Docklands, Melbourne with occasional face to face meetings taking place there.

Why you should apply

Are you a communications professional with a passion for social justice? Use your skills to build our growing energy cooperative to make our energy system work for people and the planet.

Join our team and be part of the movement for climate justice and building the future we want. We're looking for an enthusiastic, self-motivated and digital savvy Communications Organiser to take our people-powered movement to the next level.



About CoPower

The CoPower cooperative has been built through recruiting households across our diverse member organisation (trade unions, cooperatives, environment and community organisations) rapid response campaigns to energy market and climate crises and supporting household members referring friends and families. CoPower exists to advocate for a not-for-profit cooperative who is committed to building a new commons.

Since 2019 we have been retailing electricity through a white label partnership with Energy Locals, who holds the electricity retail license in the National Energy Market. With very little resources we have grown to supply over 4,000 customer members.

CoPower aims to be a collectivist cooperative to drive system change for energy to be a public-good which is democratically controlled and equitably decarbonised. Our cooperative is co-owned by democratic membership-based organisations. Giving our household members meaningful democratic opportunities to engage and shape our cooperative has been key to our success. This includes running a democratic budget process where customer members vote to determine how our funds are allocated each year. Customer members then put forward and vote for campaigns for climate justice, first-nations solidarity and just transition, as well as improved member benefits such as discounts on energy efficiency services provided by the Earthworker cooperative eco-system. It has been an exciting people-powered journey over the last five years, and we are now focused on moving from a start-up phase to consolidate our organisation's position for impact into the future.

The Role

The new Communications Organiser role is an opportunity for you to apply your 5+ years of communication skills to take our cooperative to the next level. You will coordinate our communications to grow the cooperative by recruiting new customer members and deepening customer member participation in our democratic cooperative processes. You will develop and enhance journeys for acquisition, conversion and retention. You will apply your digital organising and marketing skills to run campaigns and create engaging communications content to deepen customer member engagement and supports our large member organisations such as trade unions and environmental organisations to recruit their members to our electricity offer.

In this role you will be working closely with the National Director who oversees the operations of our cooperative on a part-time basis. You will also work with our retail electricity partner Energy Locals, member organisations including their communications professionals and customer members.

Key Responsibilities

1. Digital Organising and Marketing:

Develop and implement strategies to recruit diverse households to our electricity offer. Oversee the delivery of monthly and rapid response campaigns and ensure regular and responsive presence across our social media channels, which currently include Facebook, Instagram, X, Bluesky, and LinkedIn.



2. Message Design and Development:

Develop narratives that underpin both online and member organisation organising and marketing, including developing materials that support member organisers to grow CoPowers customer members. Optimize technology to test effectiveness and strategically target segments.

3. Content Creation:

Using strong web and design skills oversee the production and distribution of engaging content across our platforms that will convert diverse audiences. Use strong writing skills to communicate our unique democratic function and impact of the cooperatives as well as adapt technical energy-retailing concepts for a generalist audience.

4. Design, layout and production of materials:

Execute design and layout of campaign and marketing collateral that is responsive to the needs of our diverse member organization and marketing partnerships. This includes the creation of print collateral such as flyers, banners, posters as well as digital assets.

5. Customer member communications:

Produce our fortnightly enews and regularly update our website and social media platforms.

6. Customer member engagement:

Consult with customer members on the digital experience through surveys and focus group discussions. Optimize customer member digital experience through working with Energy Locals, updating and developing journeys to enhance customer member engagement. Monitor digital platforms and direct customer member inquires to relevant channels.

Key Selection Criteria

1. Proven experience in developing and producing online digital content for websites, social media, email and printed product information, including copywriting and video production.
2. Proven experience in executing digital organising and/ or marketing strategies to convert diverse audiences, including demonstrated ability to recruit and retain customers / members.
3. Strong writing skills and ability to communicate complex concepts for a generalist audience.
4. Demonstrated expertise in social media management and proficiency in online and social media analytics.
5. Strong administrative and organisational skills; self-driven, autonomous, proactive, and capable of delivering agreed outcomes with minimal supervision
6. Demonstrated commitment to trade unions, cooperatives and/ or climate justice movement with experience working in or with such organisation desirable.



Desirable

1. Experience working in the energy sector, including marketing and communications in retail electricity, renewable energy and energy efficiency.
2. Tertiary qualification or equivalent experience in digital communications, communications, marketing or a related field.
3. Proficiency in any of the following: WordPress, MailChimp, Canva, Facebook, Instagram, X, Bluesky and LinkedIn.
4. Proven experience in developing and implementing omnichannel customer journeys for acquisition, conversion and retention.

Remuneration

The band for this position is \$85,566- \$95,260 pro rata. In addition, Superannuation is paid at 15% and 5 weeks of annual leave is provided pro rata plus a weeklong shutdown at the end of the year.

To Apply

Applications should include a CV and cover letter with a statement addressing all selection criteria.

CoPower is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Only shortlisted applicants will be notified for interviews.

Applications close 5pm AEDT Tuesday 12 November 2024.

Please email applications with subject line: Communications Organiser Application to Tom Reddington, National Director: tom@cooperativepower.org.au

To further discuss the role please contact Tom Reddington, National Director: tom@cooperativepower.org