



## Position Description

<b>Position Title:</b>	Manager, Media and Public Relations
<b>Classification:</b>	EL 1
<b>Position Number:</b>	TBC
<b>Branch/Group:</b>	Corporate Affairs
<b>Location:</b>	Melbourne
<b>Reports to:</b>	Director, Media and Public Affairs
<b>Clearance Required:</b>	Police Check

### About the team

Corporate Affairs is responsible for positively influencing ARENA's operating environment and reputation through strategic communications and engagement with external and internal stakeholders. The Corporate Affairs has overarching responsibility for strategic communications and engagement across ARENA including reputation and issues management, website and digital channels, media relations, social media and content, corporate communications, corporate publications, brand, stakeholder engagement, crisis communications, internal communications and external events.

### About the position

Reporting to the Director of Media and Public Affairs, the role involves leading the management of day-to-day media relations and PR opportunities, including involvement in proactive media announcements and opportunities for ARENA initiatives including drafting materials, liaising with external parties, media relationship management and story workshoping with key journalists. Reactive media relations including responding to queries, thought leadership, scheduling interviews and drafting interview briefs.

The role has one direct report – the Media & Public Affairs Advisor.

### Responsibilities

The Manager, Media and Public Relations will:

- Work with Director of Media and Public Affairs to implement media, thought leadership and public affairs strategies.
- Work collaboratively within Corporate Affairs to ensure integrated and aligned communications approaches in sync with media announcements.
- Build strong relationships with business areas within ARENA to identify media and thought leadership and profiling opportunities.



- Support the Director of Media and Public Affairs in their relationship with the Minister's Office and Department including media announcements, opportunities and information requests.
- Liaise with external stakeholders across the energy sector for announcements
- Synthesise complex jargon into accessible media materials
- Identify appropriate media audiences and build relationships with key journalists
- Pitch opportunities to media outlets and workshop story angles for maximum impact
- Develop thought leadership content and find the best outlet for it to sit
- Proactively develop content and media ideas that support ARENA's strategic priorities
- Identify potential media risks and issues in project and program launches and contribute to issues briefs.
- Contribute to Corporate Affairs content ideation, bringing creativity, innovation and forward thinking
- Lead and coach direct report day to day, supporting them to maximise their potential, manage their workload and meet deliverables.
- Coordinate media interviews with ARENA spokespeople, including preparing interview briefs and talking points
- Manage media reporting and analytics to identify ways to drive better metrics and maximise ARENA's impact and visibility
- Respond to reactive media queries including monitoring media inbox and work with the media and public affairs advisor to coordinate response.

## Key skills and qualifications

- Demonstrable experience in a communications, public relations or media discipline in an agency, corporate, NGO or government entity, with an emphasis on media relations
- Creative, tenacious, innovative and quick thinking with a passion to do good work and deliver strong outcomes
- Strong communication, writing and editing skills with the ability to quickly turn a complex issue into accessible content
- Ability to turn anything into a content or news story and unafraid to try new things by identifying areas to adapt, improve or build on previous approaches
- Strong experience in managing media relations with national tier one media outlets including newspapers, television news, talk back radio and online outlets, while also adept at identifying opportunities within niche media markets.
- Established media contacts and fearlessness in creating more
- Demonstrated experience in creating strong PR ideas to drive topical awareness and mass reach
- Keen attention to detail and accuracy
- Strong stakeholder engagement skills and interpersonal skills



- Excellent task and time management skills with the ability to establish clear priorities quickly, meet deadlines, juggle competing priorities
- Ability to take initiative and work autonomously, as well as collaboratively as part of a team
- Energy experience advantageous but not essential.

As an ARENA worker you have a duty under the Work Health and Safety Act 2011 (Cth) (WHS Act) to take reasonable care for your own health and safety while at work, including that your acts or omissions do not adversely affect the health and safety of others, comply with any reasonable instruction given by the PCBU, and cooperate with any reasonable policy or procedures relating to WHS.

We are seeking candidates who are committed to working in harmony with our organisational values.

## ARENA values

At ARENA, we are proud to embody a set of core values that shape our identity and drive our achievements. They are:

- **Impact Driven** – We make a significant positive impact on Australia’s energy sector, economy, environment and society. We take a bold, innovative approach to give us the best chance of achieving our goals.
- **Stakeholder-Focused** – We deliver excellent service. Our approach is marked by responsiveness, clarity and flexibility.
- **Collaborative** – We collaborate across teams and with our partners to achieve goals.
- **Accountable** – We are accountable to each other and, in following our processes, to the Minister, the Parliament and the Australian public. We work transparently to ensure public funds are spend in a responsible and efficient manner.
- **Respectful of People** – We support and respect each other. We cultivate a diverse team to access the best talent, broaden our thinking and foster a culture of innovation.

Personifying these values is essential because they not only define our organisational culture but also serve as the compass guiding our actions, enabling us to foster innovation, build meaningful relationships, and consistently deliver impactful results to our stakeholders.

## About us

The Australian Renewable Energy Agency (ARENA) is a Corporate Commonwealth entity. ARENA’s main objective is to improve the competitiveness of renewable energy technologies and increase the supply of renewable energy in Australia. ARENA was established on 1 July 2012 under the Australian Renewable Energy Agency Act 2011 (the ARENA Act). ARENA has received significant additional funding over the past 3 budget cycles and is trusted by the Government to deliver many of its most impactful emissions reduction programs. ARENA supports the Government's emissions reduction



**Australian Government**  
**Australian Renewable**  
**Energy Agency**

**ARENA**

goals of 43% reduction in net emissions by 2030 and net zero by 2050, through its focus on technology innovation and commercialisation to the benefit of Australia.

ARENA complements other funding bodies and provides financial assistance to renewable energy, energy efficiency and electrification technologies for research, development, demonstration and deployment projects. The provision of knowledge sharing forms an important part of ARENA's functions. ARENA operates under its own Act of Parliament, and the ARENA Board and CEO are responsible to the Minister for Climate Change and Energy, the Hon. Chris Bowen MP.

## Why us

At ARENA, we are committed to providing an inclusive culture so our employees can bring their whole selves to work and have a sense of belonging.

You don't need to be an expert in renewable energy or energy markets, but a keen interest in advancing an ambitious energy and climate agenda will be helpful.

In addition to the above:

- We have Flexible working arrangements,
- We encourage learning and development,
- You will have front row tickets to leading edge technology in the sector,
- Work in an impactful and evolving environment,
- Be part of a team that collaborates and makes a difference.

We encourage applications from diverse backgrounds and experiences. We strongly believe that diversity of experience, perspectives, and background will lead to a better environment for our workers and better outcomes for Australia.