



Position Description

Position Title:	Senior Advisor, Content and Channels
Classification:	APS 6
Position Number:	TBC
Branch/Group:	Corporate Affairs
Location:	Melbourne
Reports to:	Director, Strategic Communications and Engagement, Corporate Affairs
Clearance Required:	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

The Senior Advisor, Content and Channels will contribute to the digital content creation for ARENA, managing the establishment and distribution of multimedia content through various channels. This role is crucial in driving awareness, engagement and alignment with ARENA's mission across digital platforms, while collaborating closely with the Corporate Affairs team.

Responsibilities

The Senior Advisor, Content and Channels will:

- Manage ARENA's online blog ARENAWIRE including the monthly email newsletter, and developing and maintaining editorial schedules
- Commission, prepare and edit online news stories for the ARENAWIRE blog and briefing materials for videos, animations, and podcasts
- Liaise with external and internal stakeholders on announcements and reports
- Oversee creation of multimedia content using external suppliers such as videographers, animators, graphic designers, and other creative agencies
- Manage the production, and editorial schedule, of ARENA's podcast with podcast producers, hosts, and interviewees from pre-production and ideation through to production and scripting to publishing and promotion
- Contribute towards ARENA's content strategy and implement as required
- Develop and implement recommendations to improve reach and engagement
- Report and evaluate ARENA's content and digital channels within remit



- Contribute towards ARENA's online publishing across all channels
- Work collaboratively within the Corporate Affairs team as part of the broader communications activities of the agency.

Key skills and qualifications

Core competencies

- Demonstrable experience in digital communication or content production role,
- Strong track record in producing or commissioning written and multimedia content for social or digital channels
- Ability to identify relevant news story ideas and angles
- Prior experience in writing high quality and compelling editorial content for large and diverse audiences
- Ability to clearly synthesise and articulate complex issues
- Excellent research, writing and editing skills
- Strong project management skills to meet deadlines, establish clear priorities quickly and bring projects to completion on time and within budget
- Experience commissioning and working with freelance writers, videographers, editors, photographers and designers to produce videos, motion graphics and content
- Experience with web publishing and preparing eDMs and newsletters
- Experience with radio and podcast production advantageous
- Knowledge of renewable energy or energy sector advantageous but not required
- Demonstrated internal and external stakeholder management experience, with the ability to build strong relationships.

Behavioural and leadership competencies

- Creative, innovative and forward thinking
- Takes proactive initiative and operates autonomously, yet remains receptive to direction, guidance, and questioning.
- Views ambiguity as a challenge and an opportunity for growth rather than a hindrance.
- Shares information and keeps team members, partners and key stakeholders informed

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 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.



Australian Government
**Australian Renewable
Energy Agency**

ARENA

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.