

Position title:	Marketing and Communications Specialist
Department:	People and Experience
Function:	Marketing and Communication
Reports to:	EGM, People and Experience
Direct reports:	N/A
Location:	Melbourne
Document review date:	April 2024

Role overview

The Marketing and Communications Specialist will lead our internal and external communication efforts. Their responsibilities will encompass a wide range of communication activities, including internal communications, external relations, marketing, branding, PR/media, and digital/social engagements.

Reporting to the EGM, People and Experience, the Marketing and Communications Specialist will develop and implementing marketing strategies to promote Tilt Renewables and enhance our brand image. Effective coordination with internal teams and external partners, will ensure consistent messaging and branding across all marketing material and channels. This role demands a combination of strategic thinking, influencing skills, and a proven track record in managing complex communication projects.

Key Accountabilities

The key accountabilities may include (but are not limited to):

Internal communications:

- Develop and implement internal communication strategies to ensure effective communication with employees.
- Manage crisis communication plans and responses to internal issues.
- Update and maintain the company intranet with relevant content, templates, and policies.
- Create and distribute all-staff communications, including announcements, and updates.
- Coordinate and manage all-staff events, including planning, logistics, and execution.
- Support internal communications initiatives to enhance employee engagement and alignment with company goals and values.

External communications:

- Handle crisis communication and manage media relations during sensitive situations.
- Coordinate and manage external events, including windfarm openings, turning ceremonies, and other corporate events.
- Engage with boards, investors, banks, and regulators, including organizing site visits and meetings.
- Manage corporate sponsorship opportunities and partnerships.
- Oversee external publications and reporting, ensuring accuracy and alignment with company messaging.

Marketing and Branding:

- Update and maintain the company website, including policy, careers, community, and project pages.
- Promote events and conferences through various marketing channels and design promotional materials.
- Manage brand identity and ensure consistency in look and feel across all communication materials.
- Oversee merchandise management and distribution.

PR & Media:

- Stay updated on industry trends and best practices in marketing and communications to identify new opportunities.
- Write and submit articles for industry publications such as the Clean Energy Council.
- Conduct media training for key spokespersons and handle media inquiries.
- Build and maintain relationships with media outlets and journalists.
- Coordinate CEO media engagements and interviews.

Digital and Social Engagements:

- Create compelling content for various marketing channels that is tailored to illustrate Tilt's purpose and values including social media for example: managing the company's webpage and LinkedIn profile.
- Engage with industry stakeholders and participate in relevant social media discussions.
- Develop and implement social media strategies to increase brand awareness and engagement.

Key Relationships

This role will work closely with:

Tilt Renewables stakeholders:

- EGM, People and Experience
- The Executive team
- The Board Directors

External stakeholders:

- Industry associations and key suppliers

Skills and Experience

- Minimum 8 years of experience gained within in marketing and communications roles, with a focus on internal and external communications.
- Experience managing marketing campaigns on social media platforms with a knowledge of analytics to analyse campaign effectiveness.
- Proven ability to cultivate strong relationships with industry partners involved in event and publication delivery.
- Ability to work collaboratively with cross-functional teams and stakeholders.
- Employ data-driven insights to evaluate the efficacy of communication efforts and refine strategies.



- A collaborative mindset and fresh thinking that sparks innovation
- Strong written and verbal communication skills, with the ability to tailor messages for different audiences and platforms.
- Proven experience in crisis management, event management, and media relations.
- Proficiency in digital marketing tools and social media platforms.
- Hands on experience with web content management tools.
- Proficiency with Microsoft office suite.
- Willingness to travel domestically to attend events and conferences and site locations. (approx. 20%)

Qualifications

- Bachelor's degree in marketing, communications, public relations, or a related field.
- Full Drivers licence

Key Competencies and Capabilities

Capabilities	Competencies
<ul style="list-style-type: none">• Occasional domestic travel to other asset / site locations/ events & conferences• High emotional intelligence• Strategic Thinking• Verbal and written communication skills• Attention to detail• Networking & stakeholder engagement	<ul style="list-style-type: none">• Collaboration• Customer Focus• Drives Results• Plans and aligns.• Communicates effectively• Ensures accountability• Instils trust

Tilt Renewables aims to be the leading developer, owner and manager of renewable energy generation assets in Australia. With 1.7 GW of Operational Assets and a pipeline of over 5GW we are well positioned to achieve this.

We are proudly Australian with strong brand recognition known for developing and operating, high quality assets in Australia with a long-term owner's perspective. With a significant pipeline of development opportunities, we have an appetite for growth.

Our approach is to adopt a pragmatic view of the development, asset operation and energy market functions focussed on optimising customer, investor, employee and community outcomes. This requires agile and effective decision making and outstanding execution of opportunities.

Credibility in the eyes of our investment stakeholders as well as strong relationships with our customers, key suppliers, contractors and the communities we operate in are critical to Tilt Renewables' success. Tilt Renewables has corporate offices in Melbourne and Sydney and a rapidly growing capable team of approximately 120 employees who are able to apply themselves to any issue or opportunity, regardless of functional structure.

We are committed to a customer centric renewable energy solution, building on our enviable track-record, experience, and reputation.

Our Vision

Our vision ***to drive the transition to renewables through everything we do*** focuses on us helping create the world we want to be part of and to look for those opportunities in everything we do.

Our Values

Developed by our team to reflect what matters most to us, our values are simple, unequivocal, and focused on how we generate a difference – for our business, for our people, for our investors and for the communities we work with.

We are People Powered | We Get It Done | We Lead

Our Investors

Tilt Renewables has three key investors:

- Future Fund (40%),
- QIC (40%); and
- AGL (20%)