



SolarCitizens

Position Description

Campaigns Manager

Location: Sydney, NSW (hybrid, with regular office attendance)

Employment Type: Full-time, permanent (38 hours/week)

Reports to: Chief Executive Officer

Salary: \$103,378 per annum (plus superannuation)

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." - Margaret Mead

Solar Citizens is excited to find their next Campaigns Manager - to help shine an even brighter light on energy and climate solutions.

About Solar Citizens

Solar Citizens is a people-powered organisation working to ensure that everyone, no matter where they live, how they vote, or whether they own a roof, can benefit from clean, affordable energy. Our supporter community is made up of more than 200,000 active solar citizens who represent millions more everyday Australians who want lower energy bills and a safe climate future for all.

We believe in people power, and we know that when informed, organised, and supported, together we can shape the future of Australia's energy system.

Our campaigns are driven by our supporters, and we win change by helping to activate them across four proven pathways:

- Inside-track relationships with decision-makers
- Grassroots events that build community visibility and power
- Digital supporter actions to scale people power

- Media presence to shape public debate and national narrative

We focus on practical, impactful reforms like:

- Securing home battery rebates
- Removing barriers to solar for renters, apartment dwellers and social housing
- Pushing for policy reforms that speed up electrification and energy equity
- Contributing to global climate action, including at COP31

Position Purpose

The Campaigns Manager turns supporter energy into systemic change. You'll lead national campaigns that influence public debate, shift political will, and make clean energy more accessible to all Australians.

Whether it's rolling out a strategy to win a key national or state policy, co-developing our organisational strategy, or organising supporters to remove barriers to solar access for people locked out, your job is to connect everyday people with meaningful, strategic action, and manage the process with focus, creativity and clarity. All campaigning must align with Solar Citizens' core value of being proudly nonpartisan—we work across the political spectrum to build power for practical, people-first climate and energy solutions.

This role combines people leadership with strong project management, public engagement, strategic insight and political smarts. You'll work closely with the Fundraising Director, Communications & Media Manager, and our passionate, experienced team. You'll manage a National Campaigner and any state-based campaigners or organisers recruited to the organisation.

Key Responsibilities

Campaign Strategy & Leadership

- Design and lead national campaigns that empower our supporters and drive real-world policy wins.
- Translate campaign goals into clear, actionable project plans with measurable milestones.
- Co-develop Solar Citizens' new 3-year strategic plan in collaboration with the CEO, staff and board.
- Provide strategic insight on emerging political and social trends to ensure campaigns remain adaptive and future-focused.
- Lead iterative, responsive planning using an OODA loop (Observe–Orient–Decide–Act) model.

- Champion campaigns that support rooftop solar equity, energy security and build community resilience.

Project and Team Management

- Manage campaign staff and contractors with clarity, care and accountability.
- Develop and maintain project plans, budgets and risk assessments, using tools like Trello or Google Suite.
- Maintain detailed records and monitor campaign KPIs, supporter actions, and impact metrics.
- Coordinate cross-team workflows and ensure all aspects of campaign delivery are aligned and on track.

Political Strategy & Advocacy

- Lead inside-track lobbying efforts, including relationship-building with MPs, advisers, and policy stakeholders.
- Prepare briefings, talking points and strategic submissions that reflect supporter voices.
- Help coordinate supporter-led political actions that escalate pressure effectively and safely.

Media and Public Narrative

- Act as a spokesperson and support everyday people to tell their stories with confidence.
- Work with the Communications & Media Manager and the team to plan timely media moments, campaign messaging, and press outreach.
- Ensure all media opportunities are integrated with campaign timelines and supporter goals.

Supporter Engagement & Mobilisation

- Develop clear supporter journeys that build trust, agency and visibility for everyday people.
- Deliver supporter-facing actions that are well-planned, inclusive and effective—from petitions and lobby meetings to public forums and digital stunts.
- Oversee timelines, delegate tasks, and track outcomes to ensure smooth campaign delivery.

Fundraising & Resourcing

- Work with the CEO and Fundraising Director to identify and plan fundraising opportunities linked to campaign activity.
- Report on campaign impacts to donors and supporters.

- Help translate supporter passion into resourcing power—showing how every action, and every dollar, helps win change.

Team Environment

You'll join a small, high-performing team based at the Greenhouse Climate Solutions Hub on George Street, Sydney. We work flexibly (hybrid model), with time in the office each week for collaboration, planning and connection.

Our culture is grounded in:

- Radical candour – honest, constructive, caring communication
- Growth mindset – continuous learning and adaptation
- Shared wins – we leave egos at the door and celebrate as a team
- Purposeful play – we're serious about the work, never too serious about ourselves

Selection Criteria

Essential:

- 5+ years experience in advocacy, campaigning, organising, or public affairs
- Proven ability to manage complex projects from strategy through delivery
- Demonstrated ability to develop and deliver strategic plans, including co-designing multi-year organisational strategies
- Strong leadership and collaboration skills—able to inspire and manage others effectively
- Excellent understanding of Australian politics, public policy and advocacy levers
- Demonstrated commitment to nonpartisan campaigning and working constructively across the political spectrum
- Confident spokesperson with strong written and verbal communication skills
- Ability to engage, support and empower community members and volunteers
- Strategic thinker with the ability to respond to emerging issues and adapt plans accordingly
- Commitment to energy justice and people-centred campaigning
- Ability to give and take constructive feedback with grace and good humour

Desirable:

- Experience with supporter/donor fundraising
- Knowledge of solar, electrification, or clean energy policy
- Familiarity with climate advocacy in international contexts (e.g. COPs)
- Proficiency with project management and supporter engagement tools (e.g. Asana, Action Network, NationBuilder)

Conditions and Benefits

- Full-time, permanent position
- Salary: \$103,378 + superannuation
- Hybrid working model based in Sydney
- Structured support for professional development, leadership coaching and international engagement (e.g. COP31)
- Equal opportunity employer—we strongly encourage applications from Aboriginal and Torres Strait Islander people, people from diverse cultural and linguistic backgrounds, and those with lived experience of energy or climate injustice. We are also a family-friendly employer.

Applications will be taken on a rolling basis via Ethical Jobs.

For more information on the role contact our Operations Manager John Sturt-Addicott

info@solarcitizens.org.au, re: Campaigns Manager, or call 0458 503 058