



Engagement Lead | Rewiring Australia

The short version

Rewiring Australia is taking on an exciting new project in the world of household electrification and we're looking for a proactive, personable, and highly organized Engagement Lead to drive the "on-the-ground" network activation for our new ACT Installer Innovation Program.

This initiative, funded primarily by the ACT Government's Energy Innovation Fund, aims to build a connected, informed, and empowered network of local residential tradespeople (e.g., electricians, plumbers, HVAC installers) to accelerate household electrification across the Territory.

The project is part-research, to understand current attitudes and barriers within the installer sector, and part-engagement, to equip tradespeople to become trusted advocates at the critical "appliance failure" moment when households replace systems.

Position: Engagement Lead

Employment Type: Part-time (0.6 FTE), Fixed Term (8 Months)

Location: Canberra, ACT

Salary: \$90 - 100K + superannuation (pro rata)

Timing: This project is kicking off very soon (July/August)! Get your applications in ASAP

About the Role and Project

This role is an exceptional opportunity for an impact-driven professional who loves connecting with people and wants to execute real-world field research and network building with a vital cohort — residential tradespeople.

Working closely with the Project and Research Manager and our local community partner, Electrify Canberra, you will be the front-facing driver of our recruitment and outreach campaign in this innovative project. Your primary responsibility will be activating local trades networks, building trust with small business owners, and executing the practical components of our 5-phase project plan.

The first phase of your work will focus primarily on research and data collection, coordinating phone interviews, and driving survey responses to establish a baseline of industry needs. Following analysis, you will shift to designing and delivering capacity-building activities, such as hands-on focus groups, peer mentoring pipelines, and interactive "pub workshops".

This role suits someone comfortable "picking up the phone," who can naturally speak the language of tradespeople, and who enjoys bridging the gap between grassroots community action and professional industry engagement.

Key Responsibilities

1. Network Recruitment & Active Engagement

- Design and execute localised outreach campaigns to recruit ACT-based residential trades businesses into the innovation cluster.
- Actively manage participant communication, onboarding, and the distribution of research incentives to ensure high retention.
- Build and maintain functional referral relationships with key project backers, including Master Electricians, the Electrical Trades Union (ETU), and Brighte.

2. Research Delivery, Case Studies & Field Data Collection

- Coordinate and conduct structured qualitative interviews (phone and in-person) with "electrification champions" and "emerging" installers to capture industry attitudes.
- Drive quantitative data collection by targeting freestanding and strata-focused tradespeople to map industry awareness of government rebates and structural constraints.

- Identify, capture, and document compelling installer stories and real-world case studies to be used across social and traditional media channels, amplifying the voices and leadership of tradespeople in the transition.
- Ensure all field research adheres to data privacy protocols, collecting and handling participant agreements, media release forms, and de-identified data securely.

3. Event Logistics & Resource Deployment

- Lead the on-the-ground execution of at least five targeted engagement activities, including focus groups, technical skills workshops, and informal networking events.
- Facilitate peer-to-peer mentoring pathways by connecting established "electrification champions" with emerging small businesses.
- Support the distribution and testing of prototype consumer-facing and installer-ready resources (e.g., explainer guides and workflow tools) to evaluate market resonance.

Skills and Experience

You may come from the non-profit, research, government, start-up or climate/energy sector. The sector matters less than the skillset and the mindset.

You're the right person if:

- **You can build trust instantly:** You have strong interpersonal skills with proven experience in recruitment, community organising, sales, or account management. You are comfortable cold-calling and building relationships with busy small business owners.
- **You are a natural storyteller:** You have a keen eye for identifying a good story and the communication skills necessary to interview installers and extract insights that resonate with media and the broader public.
- **You speak their language:** You have a demonstrated understanding of or connection to residential trades (electrical, plumbing, HVAC). You can break down complex program requirements into practical business opportunities.
- **You love delivery:** You have excellent organisational and time-management skills, with experience managing multi-stakeholder workflows or community events.
- **You are a team player with a big vision:** You thrive in a dynamic, small-team environment, appreciate practical research with real-world application, and

genuinely care about our mission to electrify everything as a climate and cost-of-living solution.

- **Desirable:** Familiarity with ACT Government energy initiatives, such as the Sustainable Household Scheme or Everyday Climate Choices resources.
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Interested?

If you come recommended by our friends and network, we're happy to have a conversation before you write a full application.

Reach out to Kristen McDonald at kristen@rewiringaustralia.org if you'd like to chat about the role.

Ready to apply? Email Kristen your CV and statement addressing the criteria.

NOTE: This project is kicking off very soon (July/August)! Get your applications in ASAP

Rewiring Australia is committed to building a diverse team. We encourage applications from Aboriginal and Torres Strait Islander peoples, people from culturally diverse backgrounds, people with disabilities, and people of all genders and sexual orientations.

www.rewiringaustralia.org