

Role: Election Marketing Coordinator



About Animal Justice Party

The Animal Justice Party (AJP) is a political party that was formed in response to the growing number of voters who feel strongly that much more needs to be done through the Australian parliamentary system to assist the wellbeing of animals. With thousands of members across Australia and an elected MP in the NSW parliament, the AJP is part of a rapidly growing international movement. Our vision is a planet on which animals are treated with respect, dignity, compassion and kindness, where they are able to flourish in their respective environments, and where their unique needs and capabilities are recognised and their interests protected. To achieve this we believe there is a need for animal representation at all levels of politics and we have already shaped the creation of more animal friendly policies at both a state and federal level.

Joining the State Election Campaign Team

The NSW State Election is on 23 March 2019. The Party has grown substantially since the last state election and we have a very real chance of winning our second NSW Upper House MP. But we can't do it without you! Our election campaign is entirely volunteer run in NSW and we're currently looking for volunteers to join our State Election Campaign Team. Joining the team gives you a fantastic opportunity to put your passion for animals into action and work alongside a great bunch of other fun, diverse and inspiring volunteers! We know that the most effective way to get change for animals is through the Australian parliamentary system and changing legislation. By joining the Election Team you will play an instrumental role in increasing our vote on election day, winning a seat in Parliament and in ending animal cruelty.

Time Commitment: 5 hours a week increasing significantly as the election gets closer

Duration: January 2019 – March 2019

Location: Home/Sydney

Reports to: NSW Convenor / Election Manager

Direct reports: NSW state election marketing team

Responsibilities

- In collaboration with the NSW Committee and NSW Election Manager and Team develop the AJP NSW State Election Marketing and Communications Strategy and daily activity schedule and budget
- Responsible for AJP NSW brand management
- Development and implementation of the NSW State Election marketing and communication campaigns and activities. Activities may include social media, digital, promotional material, SMS/Phone banking, door knocking, print, radio, TV, media
- Collaboration with NSW Convenor and Election Team to ensure marketing strategy/content/messaging is in line with overall election strategy
- Management of content creation for all communication channels
- Management of NSW AJP website
- Management of NSW State Election marketing budget
- Analysis and reporting of election marketing activities



- Ensure the State Election Marketing and Communications Strategy reflects successful AJP election campaigns and current political marketing and voter behaviour research
- Working with external agencies
- Recruitment, Training and Management of the NSW State Marketing and Communications Election Team
- Collaboration with the National Marketing Manager

Skills and Competencies

- Proven working experience in a marketing role is required
- Proven track record designing and executing successful marketing and communication campaigns
- Exceptional writing and editing skills
- Ability to manage a team to deliver quality work under high pressure and within tight timelines

Desirable

- Tertiary qualified in marketing
- Previous experience managing a team
- Previous experience running political campaigns
- Previous experience volunteering with AJP

For any further information or to apply (attach resume and short summary indicating why you would fit the position well) please contact: louise.ward@ajpnsw.org.au