



## Role: NSW State Election Social Media Coordinators

### 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:** Approximately 2-5 hours a week increasing closer to the election

**Duration:** January 2018 – March 2019

**Location:** Home with regular phone meetings and occasional face to face meetings

**Reports to:** NSW Marketing Manager

### Responsibilities

- Increase brand awareness and supporter/member engagement through AJP NSW social media channels
- Enhance the AJP brand and reputation using social media channels
- Creation and publishing of relevant, original, high-quality content through all AJP social media channels - Facebook, Instagram, Twitter
- Development and management of a variety of social media content – video, memes, copy, images
- Build relationships and collaborate with members of the election team (social media manager, other social media coordinators, graphic designers, candidates, blog writers, media manager, campaign managers etc) to assist in content creation
- Develop a content strategy
- Adhere to relevant Party policies and guidelines including the code of conduct, brand and digital guideline and social media policy and guidelines

### Skills and Competencies

- Excellent written communication skills
- Proven knowledge of social media platforms
- Experience producing content for one or all social platforms - Facebook, Instagram, Twitter
- A passion for creating positive change for animals

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](mailto:louise.ward@ajpnsw.org.au)