



COMMUNICATIONS COORDINATOR

The Greens (WA)

The Greens (WA) are founded upon four pillars: ecological sustainability, grassroots democracy, social justice and peace and non-violence. Over the last thirty years, The Greens have become the third force in Australian politics. Across Australia, there are Greens members elected at every level of government. The Greens (WA) is hiring staffing roles for the next Federal Election.

About The Role:

We're looking for a passionate, talented and driven person to join The Greens (WA) campaign team and work with the State Director to coordinate the communications for the Federal Election.

The Communications Coordinator will grow our campaign's supporters using digital platforms including social media, spoke, Ryver, email and our website. This role will be responsible for building our digital community and engaging our supporters to take action as part of our election campaign. This role is responsible for managing the campaign's existing community ecosystem and creating ways to engage with voters and potential voters online.

The role is covered by The Greens (WA) Agreement 2020. The Greens (WA) office is based in Perth, with flexible work arrangements.

Workload: 1.0 FTE

Contract end date: One week after the next Federal Election

Superannuation: 10% to the scheme of your choice.

Classification/Salary: Project Support 3 (\$80,157.31 pa)

Employment Status: Contract position.

Line Manager: The Greens (WA) State Director

Primary Responsibilities:

- **Oversee digital organising program**
 - Recruit, train, step-up and support digital campaign volunteers - providing ongoing updates, frequent team calls, reporting results and recognising volunteer contributions.

- Manage peer to peer texting program tool (Spoke)
- Develop and execute email strategy to build contacts and engage community
- **Work alongside the State Director to achieve our fundraising goals**
 - Develop communications strategies and implement tactics that ensure The Greens (WA) achieve our fundraising goals; including an email fundraising program and a major scale online fundraising event.
- **Social media management & content creation**
 - Day-to-day responsibility for The Greens (WA) platforms including pages & groups.
 - Provide training, support and oversight on candidate social media platforms to ensure we are connecting with supporters to find ways for them to take political action as part of a campaign team.
 - Draft copy for emails, SMS, website, social media (Facebook, Instagram; live and pre-planned) and online marketing
 - Create organic content and curating user-generated content
 - Capture assets (photography, video, etc.) at activities and events
 - Maintain a weekly posting schedule across multiple social media platforms and accounts, with the aims of brand awareness, building community and reaching persuadable communities.
- **Support traditional media**
 - Work with the Senate office staff to localise traditional media opportunities for lower house candidates
 - Support lower house candidates to pursue appropriate opportunities with local traditional media
- **Coordinating election materials**
 - Work with the staff team and design volunteers to develop materials for our election campaign; including flyers, posters, and How to Vote cards
- **Working as part of the election communications team**
 - Pitch creative content concepts to the team and brainstorm engaging ways to integrate community into content creation.
 - Monitor social media trends to use for amplification
 - Pitch innovative ideas and solutions to scale up our digital efforts
 - Reporting on work as required.
 - Working alongside candidates, organisers, MPs communications staff.
 - Attend state and national communications team and whole team meetings as required.



In This Role You Will Be Required To:

- Work alongside the WA Federal Election team to ensure delivery of statewide election goals.
- Prioritise workflows to meet the needs of the ECC, through the State Director
- Compile a report and recommendations for this role at the end of the election campaign for the benefit of future election campaigns
- Work in accordance with The Greens (WA) Occupational Health and Safety Policy, the Access and Inclusion Policy, The Greens (WA) Confidential Documents Policy and other workplace compliance policies and practices
- Complete The Australian Greens Sexual Harassment Training Module
- Work flexible hours including evenings and weekends
- Hold a Western Australian Working with Children Check

Your Skills & Experience:

Please address the following selection criteria by providing examples of how you have demonstrated each point in your previous experience.

- Understanding of and commitment to Greens (WA) principles, policies and understanding of the West Australian political landscape.
- Strong communication skills, and the ability to work as part of a team, under pressure and achieving targets within a given deadline.
- Demonstrated experience building and maintaining community both in-person and digitally.
- Significant experience with Facebook, Instagram, CRMs and Email Platforms.
- Significant experience creating content (videos, graphics) in line with established branding and messaging guidelines.
- Experience in overseeing volunteers, including the ability to deliver training, develop volunteer skills and bring out the best in each individual team member.
- Significant experience in campaigning for a political, advocacy or non-profit organisation.

The following would also be beneficial:

- Experience in fundraising for a political, advocacy or non-profit organisation.
- Experience working with Design tools, i.e InDesign
- Experience with SMS organising platforms.
- Experience providing support to distributed team members through digital platforms such as Slack or Ryver.



Application Process:

Please direct any questions to the State Director on director@wa.greens.org.au.

Please email your resume, a covering letter addressing the selection criteria (maximum of three pages), and the details of two referees to Liberty Cramer at director@wa.greens.org.au. Please submit your resume and covering letter in the same file, saved as a PDF. Please name the file "Your Name - Communications Coordinator Application" Applications should be received by 9 pm (WST) Tuesday 28th September 2021.

The Greens are an equal opportunity employer, which means we strongly encourage any interested and qualified parties to apply – we don't discriminate on the basis of age, race, religion, sexual orientation, gender identity or disability.