

ANIMAL JUSTICE PARTY

**NATIONAL MARKETING
MANAGER**



Position Details

Classification	Volunteer	Duration	Ongoing
Location	Work from home	Time commitment	3 - 5 hours per week - may vary
Contact Name	Ben Schultz	Contact title	National Secretary
Reports to	Board of Directors		Applications now open

Who are we

The Animal Justice Party was formed in response to a growing number of voters who feel strongly that much more needs to be done through the Australian parliamentary system to assist in the wellbeing of animals. With thousands of members across Australia and elected MPs in the New South Wales and Victorian parliaments, in addition to 2 Victorian Local Government Councillors, the Animal Justice Party is part of a rapidly growing international movement. Our vision is a planet on which animals are treated with respect, dignity 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.

About the Role

Purpose of the Role:

- Increase awareness and strengthen the AJP brand.
- Increase effectiveness of membership, fundraising, campaign and election strategies.
- Increase voting Australians propensity to vote 1 AJP

Responsibilities:

- Develop and implement a national Brand, Marketing and Communication Strategy
- Establish a national brand and marketing team
- Review and update marketing related guidelines, policies and processes
- Maintain the AJP brand and style guideline (general and election specific)
- Management of the national website
- Maintain a central marketing resource library
- Manage national social media platforms
- Create national email campaigns
- Create national list building strategies
- Provide advice, assistance and training to Board, Portfolio Managers, Working Groups and States in election specific and general brand and marketing related activities

Commitment to Animal Justice Party. Our values are Kindness, Equality, Rationality and Non-Violence.

To underpin your role within the Animal Justice Party you will;

- Be dedicated to ending animal cruelty.
- Obtain sound knowledge and understanding of the Animal Justice Party.
- Demonstrate commitment to the Animal Justice Party policies, positions and values.

Skills and Experience

The role is only open to financial members of the AJP. In addition to this the applicant must have:

- Proven working experience in a marketing role is required
- Proven track record developing and executing successful brand and marketing strategies

Desirable experience

- Experience working in a political party, NGO or within a regulatory environment.
- Tertiary qualifications in marketing
- People management experience

Conditions

All AJP volunteers are expected to sign a Confidentiality Agreement, a Code of Conduct Agreement and a Volunteer Agreement.

To express your interest please send your CV and Cover Letter addressing the Skills & Experience Criteria to: national.admin@animaljusticeparty.org

Equal opportunity employer

The Animal Justice Party is an equal opportunity organisation, which means we strongly encourage any interested and qualified people to apply – we do not discriminate on the basis of sex, age, race, religion, sexual orientation, gender identity or disability.