

National Media Manager

Position Description

Classification	Volunteer	Duration	Ongoing or min. 12 months
Location	Online	Time Commitment	2-4 hours per week; may be greater at peak times
Reports To	Director of Media	Applications Close	Applications now open

Who We Are

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, elected MPs in the New South Wales and Victorian Parliaments and Local Government Councillors in Victoria and NSW, 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.

Position Overview

As the National Media Manager for the Animal Justice Party, you will play a critical role in building the Party's brand by ensuring our policies and achievements are communicated to the voting public via media engagement.

Responsibilities

In this role you will report to the Director with the Media Portfolio to:

- Develop and implement a national Media Strategy;
- Assist the Board and States to proactively identify media opportunities to promote the Animal Justice Party, its policies and activities;
- Assist the Board and States in ensuring policies, positions and activities are accurately and professionally portrayed in media releases, media statements, interviews and letters to the editor;
- Create media policies and procedures that effectively and efficiently work within the media landscape and empower the States to achieve their media objectives;
- Improve the ability of party representatives to achieve media coverage, while maintaining effective oversight of brand and messaging consistency;
- Review and update media policies and procedures;
- Develop media guidelines and training;
- Oversee a National Media Team; and
- Set up a national media monitoring platform/framework.

Selection Criteria

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; and
- Demonstrate commitment to the Animal Justice Party policies, positions and values.

Our values are Kindness | Equality | Kindness | Rationality

This role is only open to financial Members of the Animal Justice Party. In addition to this, the applicant must have:

- Previous experience within the media industry and/or media relations;
- Demonstrated ability to design and execute successful media campaigns; and
- Exceptional writing and editing skills.

Desired experience:

- Relevant tertiary qualification in media, marketing or communications
- Experience working with and managing volunteers.
- Experience working or volunteering within a political party.

A Selection Panel will interview selected applicants and make a recommendation for appointment of the successful applicant to the Board of Directors.

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.

Conditions

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

All National Managers must also provide or obtain a National Police Certificate or Working With Children Check (fees will be reimbursed).

How to Apply

To express your interest in this role, please send your CV and a covering letter addressing the Selection Criteria to secretary@animaljusticeparty.org.

Please feel welcome to contact us with any queries about this position.