

# National Campaigns Manager

## Position Description

<b>Classification</b>	<b>Volunteer</b>	<b>Duration</b>	<b>Ongoing or min. 12 months</b>
<b>Location</b>	<b>Online</b>	<b>Time Commitment</b>	<b>2-6 hours per week; may be greater at peak times</b>
<b>Reports To</b>	<b>Director of Advocacy</b>	<b>Applications Close</b>	<b>Now open</b>

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## 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, and elected MPs in the New South Wales, Victorian and Western Australian Parliaments, 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 Campaign Manager for the Animal Justice Party you will play a critical role in enabling the party to achieve its core objectives in the development and management of political campaigns at national, state and local government levels.

## Responsibilities

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

- Manage a National Campaign Working Group/s to execute strategic political advocacy campaigns, which have a national focus and/or assist our Members of Parliament;
- Lead the design, execution and evaluation of national political advocacy campaigns aligned with AJP's policies and strategic priorities;
- Collaborate with MPs and State Committees to ensure integrated, consistent and coordinated campaigns across state and local levels;
- Coordinate with communications and social media teams to ensure campaign messages are strategic, consistent, and high-impact;

- Support State Committees to develop campaign collateral (e.g. petitions, toolkits) as needed;
- Develop campaigning tools and resources to upskill volunteers as appropriate;
- Liaise with external stakeholders to strengthen campaign credibility and reach;
- Oversee research for supporting evidence for campaigns;
- Ensure national and state websites have pages dedicated to campaigns, submissions and other content that supports national campaigns;
- Chair and coordinate the National Campaign Working Group, ensuring it operates effectively and inclusively; and
- Provide monthly reports and advice to the Director of Advocacy.

## 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 | Non-Violence | Rationality*

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

- Proven experience leading or coordinating advocacy or political campaigns, preferably in the animal, environmental, or social justice space;
- Possess knowledge of campaign strategy, including messaging, mobilisation, and evaluation;
- An understanding of, and interest in, politics, policy and making positive change through the political system;
- Experience in using social media and/or other digital tools for campaigning;
- Excellent written and verbal communication skills, including persuasive writing for public and political audiences; and
- Strong organisational skills, with the ability to manage competing priorities and meet deadlines across multiple projects.

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 [national.admin@animaljusticeparty.org](mailto:national.admin@animaljusticeparty.org).

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