

State Election Campaign Manager

Position Description

Classification	Clerks Private Sector Award, Level 5 Salary: \$100,000 FTE	Duration	Temporary contract, ending 11 Dec 2026
Location	Remote / Work-from-home	Hours	Part-time: 30 hours/week
Reports To	Board of Directors via Victorian Convenor	Applications	Open until 31 August 2026

Who We Are

The Animal Justice Party (Victoria) is the only political party dedicated to ending animal cruelty. 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 growing animal protection movement.

We work within the parliamentary system to influence policy and improve animal protection laws, engaging with decision-makers on animal welfare issues while also supporting broader advocacy and campaign activity to deliver practical, lasting change for animals.

Position Overview

The State Election Campaign Manager will play a central role in planning, coordinating and delivering the Animal Justice Party Victoria's 2026 Victorian State Election campaign.

The primary objective of the campaign is to support the re-election of Animal Justice Party MP Georgie Purcell and grow the party's primary vote by increasing community awareness, engagement and support for the Animal Justice Party's vision and priorities.

Working closely with the Election Working Group, elected Animal Justice Party MP Georgie Purcell, volunteers and key stakeholders, the role will support the development and implementation of an effective, values-driven election campaign. The State Election Campaign Manager will lead the coordination and finalisation of the election platform, translate strategic priorities into an integrated campaign plan, and coordinate delivery across candidates, communications, advocacy, digital engagement, volunteer mobilisation and election operations.

The successful candidate will combine strategic thinking with strong project management skills, bringing the ability to coordinate complex activities, build relationships, provide sound advice and deliver outcomes in a fast-paced election environment. This role requires initiative, adaptability and a strong commitment to the Animal Justice Party's vision and objectives.

Key Tasks and Responsibilities

Election Strategy, Platform and Campaign Development

- Work with the Election Working Group and key stakeholders to develop, refine and implement the 2026 Victorian State Election campaign strategy.
- Lead the coordination and finalisation of the election platform, ensuring it reflects Animal Justice Party values, priorities and strategic objectives while being informed by electoral research, community sentiment, stakeholder input and campaign insights.
- Translate the election platform into an integrated campaign plan, including key messages, candidate materials, communications, advocacy activities, events and voter engagement initiatives.
- Monitor political, electoral and community trends, incorporating psephological advice, campaign data and lessons from previous elections to evaluate effectiveness and adapt campaign approaches as needed.
- Collaborate with the State Manager to implement, evaluate and adapt key animal advocacy campaigns in the lead-up to the election.
- Provide strategic advice and recommendations to the Election Working Group and State Manager on campaign priorities, opportunities and challenges.

Candidate Development and Support

- Support candidate recruitment, onboarding and preparation processes.
- Develop and deliver candidate training resources, briefings and campaign support materials.
- Support candidates to develop and implement local campaign plans aligned with the broader election strategy.
- Provide candidates with campaign guidance, messaging resources and tools to effectively communicate Animal Justice Party policies and priorities.

Communications, Media and Digital Campaigning

- Lead the development of campaign messaging and communications strategies that effectively communicate the election platform and key campaign priorities to target audiences.
- Oversee the development of campaign materials, including policy summaries, candidate resources, promotional materials, newsletters, digital content and other voter-facing communications.
- Develop and implement digital campaign strategies to increase awareness, engagement and support for the Animal Justice Party's election platform.
- Collaborate with the Member Engagement Officer to implement strategies that develop positive relationships with members, supporters and community networks.
- Work with the Animal Justice Party MP to coordinate media strategy and election-related media engagement, including preparation of media materials, announcements and responses.

Campaign Operations, Volunteers and Election Delivery

- Develop and implement volunteer recruitment, engagement, training and retention strategies.
- Coordinate, support and upskill volunteers to undertake effective campaign activities.
- Develop volunteer resources, systems and processes to support campaign delivery.
- Coordinate election fundraising initiatives and donor engagement activities.
- Coordinate election logistics and operational requirements, including campaign materials, pre-polling and election day activities, staffing, volunteer coordination and campaign readiness.
- Establish and maintain campaign systems, timelines and processes to support effective election delivery.
- Monitor campaign progress and maintain reporting processes to support informed decision-making.
- Coordinate and support campaign events, community engagement activities and public-facing initiatives.

Campaign Governance, Risk and Compliance

- Identify, assess and manage campaign risks, escalating issues and developing mitigation strategies where required.
- Work with the Registered Office to ensure campaign activities comply with electoral legislation and Victorian Electoral Commission requirements.
- Work with the State Treasurer and State Manager to monitor and manage the election campaign budget.

About You

You are an experienced election campaigner – a professional with strong organisational skills and the ability to turn strategy into effective action. You understand the importance of clear messaging, coordinated delivery and strong relationships in achieving campaign and organisational goals.

Selection Criteria

Key selection criteria

- **Demonstrated experience in election campaigning**, including developing and implementing campaign strategy, coordinating campaign delivery, and working effectively within election timelines.
- **Project coordination experience** with the ability to plan, coordinate and deliver complex initiatives involving multiple stakeholders, timelines and competing priorities.
- **Strong strategic thinking and problem-solving skills** including the ability to analyse information, identify opportunities and provide practical recommendations to support decision-making.
- **Excellent communication skills** including the ability to develop clear, persuasive and audience-focused messaging, written materials and digital content.
- **Strong relationship and stakeholder management skills** with experience building effective relationships with staff, volunteers, members, community networks or external partners.
- **Strong organisational skills and attention to detail** including the ability to establish systems, manage resources, meet deadlines and support effective delivery in a fast-paced environment.
- **Ability to work effectively in a values-driven organisation** including understanding and communicating the Animal Justice Party's priorities, policies and objectives.

Desirable experience

Experience in one or more of the following areas will be highly regarded but is not essential:

- Advocacy campaigning, community organising or similar movement-building activities.
- Victorian electoral processes, political campaigning or the Victorian political landscape.
- Developing election platforms, policy communications or public advocacy campaigns.
- Supporting candidates, public representatives or spokespeople.
- Recruiting, training and coordinating volunteers at scale.
- Digital campaigning, email marketing, social media strategy or online engagement.
- Fundraising, donor engagement or supporter mobilisation.
- Knowledge of animal protection issues and the Animal Justice Party's policy priorities.

How to Apply

To express your interest in this role, please send your CV and a covering letter **addressing the Selection Criteria** to info@ajpvc.org.au

All employees must also be willing to undergo a National Police Check prior to commencing work.

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

Accessibility – The Animal Justice Party is committed to providing access and reasonable accommodation. If you require reasonable accommodation to participate in the application or interview process, please direct inquiries to info@ajpvc.org.au