

COMMUNICATIONS AND CAMPAIGNS ADVISER

Office of Dr Mehreen Faruqi, Greens Senator for NSW

- **Position type:** Full time; ongoing (Electorate Office A)
- **Starting salary range:** \$65,455-\$80,573, including allowances
- **Location:** Sydney; occasional travel within NSW and interstate
- **Reports to:** Chief of Staff
- **Last reviewed:** May 2021

Senator Faruqi is seeking a communications and campaigns adviser to join her small, highly collaborative team. The team is committed to being a radical voice in politics, pushing boundaries and working closely with grassroots movements in the fight for social and environmental justice.

The adviser will ensure the work of Senator Faruqi and the Greens is communicated to the community and target audiences. They will develop and execute campaigns online and on the ground, working across Senator Faruqi's portfolios: anti-racism, education, animal welfare, housing, international aid and industry.

From communications strategy and campaigning to content creation, social media management and legacy media engagement, this role requires a broad set of skills, the ability to learn quickly and the drive to find new, better ways of creating change.

If you feel you meet most, but not all, of the selection criteria, please do not be dissuaded from applying. People of culturally diverse backgrounds are actively encouraged to apply.

Please note all employees are expected to sign a confidentiality agreement and code of conduct prior to commencing their employment. A probationary period of 3 months, with the option of extending by a maximum of two months, will apply.

Pay and conditions

The position is offered under the Members of Parliament (Staff) Act 1984. Conditions are outlined in the Commonwealth Members of Parliament Staff Collective Agreement 2016-19. In addition to your salary, generous employer-sponsored superannuation of 15.4% is offered.

The position is offered at an Electorate Officer A classification (\$53,364-\$68,482 pro rata, per annum) with an additional Electorate Staff Allowance of \$12,091 per annum for a total per annum salary range of \$65,455-\$80,573.

Responsibilities

The communications and campaigns adviser will:

1. Develop and execute the communications and campaign elements of the office strategy, including by:
 - a. Developing messaging,
 - b. Creating and rolling out campaign plans,
 - c. Identifying new opportunities to achieve the office's goals,
 - d. Ensuring the office's communications and campaigns are best practice,
 - e. Proactively pitching ideas to senior staff, and
 - f. Providing advice and training to staff as directed.
2. Direct and contribute to the creation of timely and engaging content to communicate Senator Faruqi's work. Responsibilities will include:
 - a. Designing graphics for online and print,
 - b. Copywriting for social media and emails,
 - c. Scripting, filming and editing video content,
 - d. Photography, and
 - e. Management of creative assets.
3. Manage and monitor Senator Faruqi's social media channels with the goals of building engagement and her audience online. Work will include:
 - a. Scheduling and analysing the performance of content,
 - b. Giving timely responses to community messages and comments,
 - c. Engaging with online community groups on behalf of the Senator, and
 - d. Ensuring the accessibility of all content.
4. Support the Senior Media Adviser with media engagement and liaison.
5. Curate Senator Faruqi's websites to ensure her work is communicated effectively and accessible to the public.
6. Work with key stakeholders to progress our office goals.
7. Commission and manage communications contractors.
8. Manage the office's digital systems in conjunction with the Office Manager.
9. Assist in the preparation of reports and organisation of events and meetings.
10. Perform other duties as required.

Selection criteria

Essential:

1. Highly developed written, oral and interpersonal communication skills. Copywriting experience and a demonstrated eye for editorial detail will be well regarded.
2. The ability to work as part of a team and manage competing priorities under tight deadlines in a dynamic environment with minimal supervision.
3. Demonstrated experience in executing progressive campaigns, including creating and distribution of materials, and community engagement and organising.
4. Online communications and campaigns skills including content creation, social media administration and online community management.
5. Graphic design skills. Advanced skills in Adobe Creative Suite or equivalent software will be highly regarded.
6. Up-to-date understanding of modern campaigning and communications tactics, and the ability to keep abreast of rapidly developing online platforms and techniques.
7. Capacity to research and comprehend complex issues, think strategically and adapt to changing circumstances.
8. A thorough understanding of the Australian political context.
9. Understanding and commitment to the Australian Greens' principles and policies.
10. Experience working in a political, community or advocacy organisation.
11. Skills in word processing, email and data analysis.

Desired:

1. Video production and photography skills.
2. Experience in website design and development, or a related communications discipline.