

NSW GREENS 2023 ELECTION CAMPAIGN CO-ORDINATOR

POSITION DESCRIPTION

POSITION DETAILS

Position title:	NSW State election Campaign Coordinator
Primary location:	Flexible. Primarily located in the Greens Glebe office. Some travel may be required.
Status:	Full-time, fixed term for a period after the end of the State Election Campaign
Remuneration:	\$90-\$110k based on experience
Primary hours:	Full-time (38 hours) + reasonable overtime with frequent evening and weekend work.
Position begins:	As soon as possible
Reports to:	Standing Campaign Committee (SCC)

ABOUT THE ROLE

As Campaign Manager you are responsible for leading the Greens NSW election campaigning for the March 2023 State Election. You'll be a strategist, a project manager and a diplomat. Each working day will be different: you'll be the contact for all local campaigns across NSW, responsible for leading and supporting each to meet our statewide goals; you'll recruit, train and manage a team of organising, media and communications staff and volunteers; you'll help coordinate the development of campaign materials; you'll work with and report to the Standing Campaign Committee, providing high-level strategic advice; you'll engage with the State Party Room and external bodies such as the Electoral Commission, suppliers and media; and more.

This isn't your average job. You'll frequently work evenings and weekends and you'll work with members and volunteers from all walks of life.

The successful applicant will share our commitments for a more sustainable and just world and will lead a positive culture for our campaigns, being sensitive to the mental and physical wellbeing of our staff and volunteers. You'll be 100% committed to the Greens charter and policies and achieving electoral success.

CORE RESPONSIBILITIES

- Co-develop the Greens NSW (GNSW) election campaign strategy for success in the Upper House and Lower House, in partnership with the Standing Campaign Committee (SCC) and other relevant staff or volunteers and in line with Party-identified election goals;
 - Develop and deliver the implementation plan for the statewide campaign strategy in partnership with the GNSW Operations Manager;
 - Develop and manage the election project timeline to meet the identified milestones
 - Provide regular verbal and written progress reports on the election plan deadlines and on any gaps and issues which require the attention of the SCC
 - Play a leadership role in campaign evaluation and deliver a comprehensive post-election report.
- Co-develop the GNSW campaign budget with the State Treasurer, Operations Manager, Fundraising Coordinator, SCC and any other related persons in compliance with state election regulations;
 - Manage the campaign resources, especially campaign staff and volunteers, within the campaign budget in a safe and respectful working environment ;
 - Ensure we reach our fundraising goals.
- Develop the campaign communications strategy in conjunction with the SCC and oversee its implementation, with specific attention to fundraising, advertising and internal liaison
- Ensure the statewide campaign for Upper House candidates and the Lower House campaign committees meet the deadlines for nominations, materials production and booth rostering
- Recruit, ensure training of, and manage campaign staff and volunteers, noting that ultimate HR responsibility rests with the GNSW Operations Manager.
 - Ensure candidates and volunteers receive the appropriate training in campaign activities and NSW election regulation compliance for the wellbeing of all campaign participants
- Ensure coordination between the state-wide Upper House campaign and target Lower House campaigns
- Manage liaison with the other Lower House local campaign teams and candidates
 - Provide strategic advice and direction, including in supporting local groups with preselection to ensure a Greens candidate in every seat;
 - Ensure that Lower House candidates and local campaign committees and co-ordinators receive relevant political, communications, media and logistical advice and support
- Maintain a close working relationship with sitting Greens councillors, state and federal MPs
- Foster a culture of collaboration, trust and wellbeing amongst campaign staff and volunteers, develop protocols to ensure the wellbeing of all campaign participants and work to resolve issues as they arise;
- Other duties as required

SELECTION CRITERIA

- Commitment to the Greens 4 pillars of Ecological Sustainability, Grassroots Participatory Democracy, Social and Economic Justice and Peace, Disarmament and Non-Violence
- Experience in a senior campaigning role, particularly on election campaigns

- Understanding of and interest in the political system as a process for achieving long-lasting change
- Demonstrated experience coordinating large-scale projects, working with a diverse range of stakeholders and working to tight deadlines in a fast-paced and dynamic environment
- Strong rapport-building skills and relationship skills. You will need to effectively build and maintain relationships with internal and external stakeholders from all over NSW
- Experience in building and managing teams to bring out the best in each individual, including paid and volunteer team members
- Excellent written and verbal communication skills and producing communications for a wide variety of audiences
- Demonstrated high-level strategic thinking, sound political judgement and the ability to work under pressure
- An understanding of traditional, social and digital media
- Outcomes driven
- Not a member of another political party

DESIRABLE SKILLS

- Experience and/or knowledge of fundraising
- Experience of CiviCRM, Rocket and gVIRS systems
- Experience and/or knowledge of digital campaigning
- Experience developing and delivering training to a large audience

KEY RELATIONSHIPS

Operations Manager: Reporting to the Operations Manager as your line manager, you will escalate issues, keep them informed, advise and receive instructions.

Standing Campaign Committee: Assist the Standing Campaign Committee with strategic and tactical campaign matters covered by your role as directed.

Work team: Manage the day-to-day activities of GNSW paid and volunteer campaign workers assigned to you, which may include staff working on Lower House campaigns overseen by various local campaign committees, liaise with Operations Manager in relation to other staff who work on campaign tasks but who do not report directly to you.

Campaign Operations Team: Convene at agreed intervals, bring operational decisions to and take advice from

Work Health & Safety: You must take all reasonable care for yourself and others and comply with any reasonable instructions, policies, and procedures relating to work health safety and wellbeing

ADDITIONAL INFORMATION

The Greens NSW Campaign Co-ordinator is responsible for leading the Greens NSW election campaign for the March 2023 State Election, with a state-wide campaign for success in the Upper House (Legislative

Council) and individual Lower House (Legislative Assembly) seats, where we will also have incumbent MPs seeking re-election.

The Campaign Co-ordinator leads a diverse team of candidates and sitting MPs, campaign staff, Greens local campaign committees and volunteers to implement the election strategy and achieve the election goals set by the Greens State Delegates Council (SDC), with oversight of the campaign by the Standing Campaign Committee (SCC).

The Campaign Co-ordinator reports to the Standing Campaign Committee (SCC) which develops the overall election strategy and election goals and finalises the campaign budget. The Campaign Co-ordinator convenes and reports to the Campaign Operations team (COT) which includes the Operations Manager, members of the SCC, relevant Greens office bearers from the Committee of Management, and campaign staff as required, to deal with operational decisions of expenditure, staffing, timing and issues that arise.

The line manager of the Campaign Coordinator is the Operations Manager.

The Greens Party movement is based on the four pillars of social equity and economic justice, ecological sustainability, grassroots democracy, peace, nonviolence, and disarmament. Greens parties across the world share these same principles and values.