



The Greens (WA)

COMMUNICATIONS COORDINATOR

About The Greens (WA)

The Greens (WA) are founded upon four pillars: ecological sustainability, grassroots democracy, social justice and peace and non-violence. Over the last thirty years, The Greens have become the third force in Australian politics with Greens elected at every level of Government across the country. We are now hiring staffing roles for our election team, encompassing the 2025 WA State and 2024-5 Federal elections.

We're a progressive and welcoming workplace. Our team enjoys flexible work hours, the opportunity to work from home, professional development opportunities, menstrual, miscarriage, and menopause leave, 12% superannuation, and pay that increases with CPI.

The Greens (WA) are an equal opportunity employer, which means we strongly encourage any interested and qualified parties to apply – we don't discriminate on the basis of age, race, religion, sexual orientation, gender identity or disability. There is no one background we look for in our staff, and we encourage you to submit an application if you feel your experience is transferable, even if you don't meet every single selection criterion.

About The Role

We're looking for a passionate, talented, and experienced communications professional to join The Greens (WA) campaign team as our Communications Coordinator.

This role will oversee our communications for the upcoming 2025 State and 2024/25 Federal elections, and manage a small team of election communications staff and/or contractors.



The role is covered by The Greens (WA) Inc Staff Agreement 2020 (or as replaced) and is based in The Greens (WA) office in Perth (with work from home arrangements available).

Salary: Project Manager 1 (\$93,250 p.a + 12% super)

Workload: 1.0 FTE, contract position

Start Date: February 2024, exact start date negotiable

End Date: 28th March 2025 OR three weeks after the next Federal Election, whichever is the later

Line Manager: The Greens (WA) State Director

Primary Responsibilities

In line with the overall campaign strategy as developed by the Election Campaign Committee (ECC), this role will be responsible for overseeing communications for our 2025 State Election and 2024-5 Federal Election.

The roles and duties will change as the election campaign progresses; in politics it's really true that no two days will be the same! Your work over the length of the campaign will include:

- Managing The Greens (WA) election communications staff team (likely to be 1-2 FTE including short term positions).
- Developing and implementing communications strategies to ensure The Greens (WA) achieve our voter engagement, supporter engagement and fundraising goals, including supporting an email fundraising program.
- Supporting the development of our State Election platform, including overseeing development of a messaging guide in line with the Federal Election Platform and The Greens (WA) policy.
- Overseeing the delivery of a coordinated digital marketing strategy in collaboration with our advertising agency and the National Advertising Manager.



- Providing advice and training to candidates and volunteers on the state election platform, messaging guide and other key communications strategies.
- Working with traditional media to promote The Greens (WA) election commitments, including preparing media releases, pitching stories, and providing advice during crisis situations.
- Producing content and copy to be used across a range of platforms, including TV, digital marketing, email, social media, SMS, websites, printed materials and other channels.
- Managing The Greens (WA) social media platforms to enable us to connect with voters and supporters.
- Coordinating communications plans for events and initiatives, including advising on messaging, digital marketing, traditional media, organic content and materials production.

In this role you will be required to:

- Work collaboratively with the election team, including State and Federal staff, to ensure delivery of election goals.
- Prioritise workflows to meet the needs of the Election Campaign Committee, through the State Director.
- Compile a report and recommendations for this role at the end of the election campaign for the benefit of future election campaigns.
- Work in accordance with The Greens (WA) Occupational Health and Safety Policy, the Access and Inclusion Policy, The Greens (WA) Confidential Documents Policy, Code of Conduct and other workplace compliance policies and practices.
- Hold a Western Australian Working With Children Check.
- Undertake other duties as directed.



About You

We welcome applications from a range of backgrounds. We know that women and people from underrepresented communities tend to only apply for roles where they meet all the selection criteria, so if you meet most of the criteria below and you can explain how your experience is transferable then we encourage you to think about applying.

Essential criteria

Please address the following criteria by providing examples of how you have demonstrated each point in your previous working or volunteering experience.

- Understanding of and commitment to The Greens (WA) principles, policies and an understanding of the West Australian political landscape.
- Strong communication skills. You are able to communicate to a variety of audiences through written and verbal channels.
- A demonstrated capacity to strategically work through complex issues. You can manage competing priorities and adapt to changing circumstances.
- Experience in engagement & marketing. You can utilise existing and emerging channels in your work, including social media, email, SMS, CRMs, email and traditional media.
- Experience leading a team of people. Whether or not you've been a manager, you can demonstrate that you can bring out the best in people and lead a high performance team.
- Strong organisational skills and the ability to manage people and logistics to meet tight deadlines; you thrive in a fast-paced environment.
- Ability to work flexible hours including evenings and weekends.

The following are optional but would make your application really stand out:

- Experience in campaigning for a political, advocacy or non-profit organisation.
- Experience as a line manager.



- Experience developing a messaging guide or well-researched platform.
- Experience in working with and upskilling volunteers.
- Experience in producing content (graphics, printed materials, online videos and TV commercials).
- Experience working with Australian and/or West Australian media outlets.

Application Process

Please email your resume, a cover letter addressing the essential selection criteria, and the details of two referees to director@wa.greens.org.au in PDF format. Please name the file "Your Name - Communications Coordinator Application" Applications should be received by 9 am (WST) Tuesday 16th January 2024.

For questions about the role, please contact State Director Liberty Cramer on 0437 056 366.