

# Graphic Designer & Social Media Officer

## Position Description

<b>Classification</b>	<b>Employee</b>	<b>Employment Contract until March 2027</b>
<b>Location</b>	<b>Sydney, NSW. WFH</b>	<b>Time Commitment/ 3 days, 22.5hours per week</b>
<b>Reports To</b>	<b>NSW State Director</b>	<b>pay \$75,000 p/a pro rata</b>
<b>Applications Close Sunday 20th of July 2025</b>		

## 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 well-being of animals. With thousands of members across Australia, 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

We are seeking a creative, organised and proactive team member to lead the visual and communications management of our social media platforms.

This is a hands-on role suited to someone with strong design skills, a deep understanding of social media engagement and the ability to create compelling, platform-specific content across TikTok, Instagram and Facebook. You'll work closely with the Communications Manager to align messaging, but you'll take the lead on executing social media content, responding to comments and DMs, and managing daily engagement across platforms.

You'll also be responsible for monitoring analytics, identifying trends, and implementing strategies to improve reach, engagement, and overall performance. The role requires a strong sense of initiative and strategic thinking to help grow our digital impact.

Due to the part-time nature of the role and the fast-paced advocacy environment, you'll need to prioritise your workload, pivot quickly in response to breaking issues, and adapt content accordingly. The State Director will provide a weekly priority list to support your focus.

This role also supports our event presence, including attending selected campaign or outreach events (particularly in Sydney) to capture content. Some weekend work may be required from time to time.

# Responsibilities

## Graphic Design & Content Creation

- Design digital assets including:
  - Social media tiles, stories, and short-form Reels/Videos
  - Campaign and event graphics
  - Website banners and graphics
  - EDM layouts and visuals
  - Merchandise designs (logos, shirt designs, stickers, etc.)
  - Promotional material (digital and print)
  - Event assets such as presentations, digital invites, and motion graphics
- Capture and edit photos and video content at events and outreach activities for use across social media and campaign communications.
- Adapt content formats to suit each platform (e.g. vertical Reels for Instagram/TikTok, static tiles for Facebook).
- Work with the Communications Manager to visually interpret campaign messages, brand tone and calls to action.
- Produce high-quality visuals for supporter emails, infographics, media releases and public awareness campaigns.
- Ensure all creative output reflects the Animal Justice Party's visual identity, tone and style guide across all platforms.
- Deliver content quickly and effectively when responding to urgent media or campaign opportunities.
- Manage and maintain an organised library of design files, assets and templates for consistent and efficient content production.

## Social Media Management

- Manage day-to-day social media activity across TikTok, Instagram and Facebook, ensuring consistent, impactful content delivery.
- Create and schedule platform appropriate content, including TikTok Reels, Instagram carousels, stories and Facebook graphics, tailored to each audience and format.
- Own and manage all community engagement—reply to comments and DMs, manage tags and mentions, and maintain a warm, informative and responsive online presence.
- Monitor social media trends and proactively incorporate relevant formats or topics to increase reach and relevance.
- Use analytics and insights tools to assess content performance and make data-informed decisions on posting frequency, timing and content types.
- Identify areas for improvement and implement strategies to grow engagement, followers and visibility across platforms.
- Work collaboratively with the Communications Manager, who oversees campaign messaging and provides written content direction.

## Event Support

- Capture event photos and video content, and create/edit content for use across social media and supporter communications.
- Assist with planning and logistics for outreach, campaign and community events, particularly in Sydney.
- Support the team with event set-up, coordination, and on-the-ground execution, ensuring content needs are met on the day.

## 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 | Rationality | Non-Violence*

In addition to this, the applicant must have:

- Graphic design experience and/or qualification or Strong graphic design skills (Canva, Adobe Suite or similar).
- Experience managing TikTok, Instagram and Facebook accounts.
- Ability to create platform-appropriate content, including graphics and short-form videos.
- Confidence in managing social media engagement, including replying to comments, DMs and audience interactions.
- Photography and video editing experience for digital campaigns.
- Familiarity with using analytics tools to guide content strategy and scheduling.
- High level of organisation, flexibility and responsiveness to changing priorities.
- Proficiency in office software and tools, particularly Google Workspace.
- Collaborative mindset and ability to work in a small, purpose-driven team
- Alignment with the Animal Justice Party's values and mission.
- Willingness to work weekends as required for event support.
- Reliable, self-motivated, and able to work independently & collaboratively as part of a team.

Desirable

- Experience with NationBuilder or CRMs
- Experience in not-for-profit, political or advocacy environments.

**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.

## How to Apply

To express your interest in this role, please send your CV and a covering letter (1 page) addressing the Selection Criteria (1-2 pages) to [state.director@ajpnsw.org.au](mailto:state.director@ajpnsw.org.au)

Please feel welcome to contact us with any queries about this position - 0432 617 673

APPLICATIONS CLOSE 20th of July 2025