

Position Description

Community and Campaign Organiser

The **Community and Campaign Organiser** plays a pivotal role in connecting Dr Scamps, her team, volunteers, and the wider Mackellar community. This position is central to maintaining and growing engagement with the Team Sophie volunteer network and strengthening community relationships. The Campaign and Community Organiser will play a vital role in building capacity and developing campaign preparedness in advance of the 2028 federal election.

Key responsibilities include:

- **Volunteer leadership:** Recruit, engage, manage, and train volunteers, serving as their primary point of contact.
- **Community engagement:** Work closely with the electorate office team to design and deliver community organising strategies, events, and activities that increase visibility and awareness of Dr Scamps and her priorities.
- **Campaign data and systems:** Develop and maintain data collection and campaign systems to support effective engagement and outreach.

Volunteer leadership

- **Recruit new people into the organising effort**

- Implement activities to grow the number of volunteers.
- Develop and implement a volunteer recruitment and engagement plan.
- Manage and grow the NextGenRisers group and implement campaigns and events to engage young people in Mackellar.
- Run digital and physical campaigns and events to recruit new volunteers into the organising effort, across all demographic groups.
- Activate and onboard new volunteers and re-activate and onboard lapsed volunteers.
- Develop and maintain onboarding systems, processes and materials for volunteers.

- **Communicate, develop and retain volunteers**

- Be the key point of contact for volunteers and the link between the Electorate Office and the volunteer base.
- Implement activities to ensure that the existing volunteer base is retained and to extend their level of engagement in the short, medium and longer term.
- Develop a communication plan for existing and new volunteers, including sharing engaging content on social media platforms for the younger volunteers.
- Implement communications systems and tools for the volunteer base, including messaging platforms and regular e-newsletters.
- Develop communication strategies and systems for volunteers in preparation for the next federal election campaign.

- **Identify, train and lead volunteers and volunteer leaders**

- Manage volunteer training including systems and training materials.

- Build the capacity and scalability of the volunteer community by recruiting leaders and running training sessions to enhance their ability to help win future elections.
 - Run regular events to help the community develop their conversation skills and to assist volunteers in engaging with the wider electorate.
- Record keeping**
- Maintain accurate records for all volunteers and engagement activities.

Community engagement and campaigning

- Work closely with the electorate office team to develop and implement a community organising strategy.
- In consultation with MP, Chief of Staff and advisers, develop and implement initiatives to increase awareness and visibility of the MP and priorities.
- Facilitate meaningful contact with voters, including:
 - Run campaigns and events such as door knocking, phone banking, street listening, market stalls, pop up events that enable voters to have meaningful conversations with the community and the MP.
 - Conduct community listening projects and other programs in Mackellar.
- Establish data collection and campaign systems that deepen the team's understanding of and engagement with the electorate, including surveys, polls, data segmentation or research.
- Manage and report on campaign data to track the progress of campaigns.
- Working with the office engagement team build and maintain strong relationships with community leaders, community groups, volunteers and other key stakeholders.

Other Duties

- Attend community events and functions with and on behalf of the MP, as required.
- Refer all written documentation to the MP for approval, or other senior staff as directed.
- Work in close consultation with MP and parliamentary team and maintain clear communication with colleagues.
- Ensure compliance with WHS requirements and identify and report risks in a timely manner.
- Share appropriate images and information in a timely manner.
- Adhere to Independent Mackellar's code of conduct.
- Act to maintain and improve office systems and processes.
- Other tasks as directed.