

State Operations Coordinator

Position Description

Classification	Employee	Employment Contract until March 2027
Location	Sydney, NSW/Hybrid, WFH	Time Commitment: Full Time 5 days, 38 hours per week
Reports To	NSW State Director	Pay: \$95,000 p/a

Who We Are

The Animal Justice Party was established to give political voice to animals and to advocate for stronger legal protections for animals in Australia.

The Party works through parliamentary advocacy, public campaigns and community engagement to drive legislative reform that improves the lives of animals including farmed, wild and companion animals.

The NSW branch works closely with elected Members of Parliament, volunteers, regional groups and supporters to campaign for stronger animal protection laws and policies.

Position Overview

The State Operations Coordinator is a multi-disciplinary role responsible for the day-to-day administrative, operational and digital campaign infrastructure of the AJP NSW State Office.

Reporting directly to the State Director, the position-holder ensures operational continuity and stability as state-wide organizational activities scale. This role focuses on executing local and state-wide issue-based campaigns, driving digital mobilization, managing the party's CRM, and supporting our network of volunteers and regional groups. Additionally, this role will work closely with and support the Communications Manager to execute digital campaigning and state-wide messaging strategies.

Key Responsibilities

Communications & Digital Support

- Work collaboratively with and support the Communications Manager to execute comprehensive communication and social media strategies across NSW.
- Oversee and maintain state social media accounts under the guidance of the State Director, creating engaging text-based content to attract and retain supporters.
- Draft high-quality, action-oriented copy for supporter emails, newsletters, digital campaigns, and general State Office announcements.

Issue-Based & Digital Campaigning

- Devise and lead animal and environmental campaigns at the local level and state-wide.
- Design and execute digital campaign strategies using online petitions, targeted email actions, and mobilisation tools to engage supporters and pressure decision-makers.
- Engage with community groups, NGOs, and other stakeholders to promote and amplify campaign initiatives.
- Turn campaign concepts and community insights into clear briefs and actionable copy to support the work of the Communications Manager.

Volunteer & Member Engagement

- Recruit, train, onboard, and support volunteers to assist with various organisational and digital initiatives.
- Oversee and maintain the party's CRM (database), ensuring accurate tracking, segmentation, and clean data hygiene.
- Implement operational strategies to drive membership acquisition, retention, and deeper supporter engagement.

Outreach & Local Group Support

- Organise and coordinate logistics for public outreach actions, stalls, and major state events to promote the party's mission.
- Provide consistent operational support, guidance, and resources to local groups and regional teams across NSW.

General Operations & Support

- Manage incoming daily enquiries to the State Office efficiently.
- Develop a deep understanding of State Office operations to independently manage day-to-day administration and maintain a steady workflow under the remote management of the State Director.

Key Relationships

- **NSW State Director:** Direct manager. Receives operational direction, reporting line, and performance management.
- **Communications Manager:** Key internal collaborator. Works together on digital campaigning, providing her with project briefs, copy, and scheduled workflows.
- **Volunteers & Local Groups:** Acts as the primary operational point of contact—supporting, coordinating, and directing their grassroots and digital work.
- **External Stakeholders:** Connects with allied NGOs, community leaders, and animal protection groups.

Key Performance Indicators

Performance will be assessed against the following outcomes:

- Priority local and state-wide issue-based campaigns are planned, managed, and executed effectively from end to end.
- Local groups and regional teams across NSW receive regular operational guidance, consistent communication, and the necessary resources to run local actions.
- Day-to-day State Office administration, event logistics, and incoming enquiries are managed seamlessly with a high degree of autonomy.
- The volunteer network is effectively expanded, trained, and retained through targeted onboarding and active engagement initiatives.
- Strong, collaborative relationships are actively maintained with external partners, community groups, and NGOs to maximize our collective campaign reach.
- High-quality briefs and actionable copy are delivered to the Communications Manager in a timely manner to ensure a smooth production workflow.
- Digital mobilisation strategies consistently drive growth in petition signatures, email actions, and supporter conversion rates.
- The party's CRM database is regularly maintained and accurately segmented to support precise targeting and clean data management.

Skills and Experience

Essential

- Strong communication skills, both written and verbal.
- Experience managing digital communications including websites and email platforms.
- Ability to translate complex policy issues into clear public messaging.
- Strong organisational skills
- Ability to work independently in a small team environment.
- Proficiency in social media management and digital marketing.
- Experience in volunteer coordination and member management.
- Ability to work collaboratively with diverse stakeholders.

Desirable

- Experience in political campaigning or advocacy organisations.
- Experience with digital campaigning tools and supporter engagement platforms.
- Experience with media relations.
- Understanding and experience in NSW politics.

Personal Attributes

- Commitment to the values and mission of the Animal Justice Party.
- Strong commitment to animal protection and social justice.
- Strategic thinker who can also deliver practical communications outputs.

- Strong leadership and organisational skills.
- Collaborative and able to work with volunteers and stakeholders.
- Calm and responsive in fast-moving campaign environments.

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

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 to state.director@ajpnsw.org.au

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

APPLICATIONS CLOSE 17th of July 2026