

2027 Ballina State Election

Campaign Manager

Position Description

THE GREENS NSW	
Position title	Ballina Campaign Manager
Salary	\$99,796.82 (Class 6) pro rata plus 13% superannuation - subject to CPI increase backdated to July 1 2026
Location	Ballina co-working space Office yet to be determined . Regular travel will be required to assist campaigning.
Position status	Full Time, 5 Days Per Week. Fixed term, ending 9th April 2027.
Commencing	Monday 3rd August
Application Closing Date	22 nd July at 11:59PM

About the Greens NSW and State Seat of Ballina	The Greens Party movement is based on the four pillars of social equity and economic justice, ecological sustainability, grassroots democracy, and peace, nonviolence and disarmament. Greens parties across the world share these same principles and values. Tamara Smith won the traditional National Party seat of Ballina in 2015 and became one of 3 Greens MPs in the NSW Lower House. She was the first woman elected in the seat of Ballina and the first Greens MP in a regional seat in any Parliament of Australia. Tamara announced she would not contest the 2027 election. Mandy Nolan has now been preselected as the next candidate for Ballina. Mandy Nolan has lived in the Byron Shire for over three decades where she has brought up 5 children, created and maintained a successful comedy career, featured in the Echo Soapbox for 25 years and written five books. There are very few locals who would not have heard of Mandy's unwavering commitment and support for social issues is demonstrated in everything she does. With a solid track record of advocacy across Ballina and Byron shires Mandy Nolan is a relentless volunteer and highly effective fundraiser. Mandy injects hard conversations into her comic performances raising awareness and discussion of many difficult and challenging issues. Mandy has demonstrated she is a seasoned political campaigner as the Greens candidate for the Federal seat of Richmond during the last two election cycles.
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Key responsibilities	The Campaign Manager is responsible primarily for Mandy Nolan's State Election Campaign, in accordance with the Ballina State Election Campaign Committee (BSECC) strategy. Key responsibilities will include: 1. Developing an integrated campaign plan in conjunction with the BSECC to achieve the agreed campaign objectives 2. Supervising the implementation of the campaign plan and reporting progress regularly 3. Coordinating development and supervising implementation of the campaign communications strategy 4. Coordinating development and supervising implementation of the campaign fundraising strategy 5. Working collaboratively with the BSECC Treasurer to manage a balanced campaign budget and ensuring full compliance with electoral legislation 6. Developing and maintaining effective professional relationships with SCC members; NSW party staff, office bearers, Lead Senate candidate, MPs, Upper House candidates, local campaigners and candidates; and Australian Greens party staff and members of the national campaign team 7. Developing and supervising the delivery of comprehensive training and support to the candidate and campaigners 8. Providing political and logistical advice to candidates and local campaigners 9. Coordinating the nomination process with GMSW for candidates to ensure full compliance with electoral legislation 10. Providing written and verbal reports as required by SCC and/or State Delegates Council 11. Producing a comprehensive post-election evaluation report 12. Ensuring the engagement of culturally and linguistically diverse (CALD) and LGBTQIA+ communities. 13. Any other tasks as directed
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Essential requirements	The Campaign Manager is expected to demonstrate: 1. Experience directing staff and volunteers in a large scale political campaign 2. Experience developing and implementing successful, innovative and contemporary communications strategies, including an in-depth knowledge of social media platforms, databases and other online tools 3. Experience managing financial resources, including the delivery of a balanced budget 4. Experience leading, managing and motivating a high-performing team of paid and volunteer staff 5. Ability to work effectively and calmly under pressure with competing deadlines 6. Experience and/or ability to analyse and interpret political research and provide advice to decision-makers 7. Exceptional project management skills, including the identification and minimisation of risks 8. Well-developed political judgement, and a thorough understanding of current Australian and NSW political issues and the political system 9. A willingness to understand and respect the structure of Greens NSW and Australian Greens 10. Excellent communication, negotiation and analytical skills 11. Excellent interpersonal and organisational skills in managing competing priorities and deadlines. 12. Demonstrated emotional intelligence, problem solving skills and resilience. 13. An understanding of the Greens and support for the party's principles, policies, and decision-making processes. 14. A current NSW Drivers Licence 15. A current Working with Children Check or a willingness to obtain one in the first month of employment Note: Evening and weekend work and travel within NSW will be required. Successful candidates must not be a member of another political party.
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Key relationships	BSECC	Direct line manager. Escalate issues, keep informed, advise, and receive instructions. BSECC Treasurer is the Campaign Treasurer who will be responsible for guidelines on use of debit cards, receipt submission and general good management of the financial structure. The campaign cannot commit to
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		expenditure over \$3000 without consulting the Treasurer. Involve BSECC members with appropriate skills in the campaign.
	Mandy Nolan	Escalate issues, keep informed, advise, and receive instructions.
	GNSW Campaign Manager – Chris Kerle	Escalate issues, keep informed, advise, and receive instructions.
	Work team	Work collaboratively and inclusively by participating in meetings to share information, innovation, and best practice.
	Internal stakeholders	Work with political units to resolve issues and provide solutions to problems.

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.
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ABOUT THE ROLE

Anyone considering this role is advised to contact the Campaign Coordinator to answer any questions and provide appropriate background. Contact by the email shown below in 'How to Apply'

HOW TO APPLY

Please submit your application in a single PDF file, including a one-page covering letter addressing the key responsibilities and qualifications, a CV of no more than two pages, and at least two recent work referees. Email applications to ballina.state@nsw.greens.org.au the subject line:

Application for Ballina Campaign Manager.

For further queries about the role please email ballina.state@nsw.greens.org.au

Applications close: 22nd July at 11:59PM