

THE GREENS NSW	
Position title	Digital Campaign Strategist
Salary	\$95,000 - \$99,999 per annum (Class 4.1) plus 13% superannuation - subject to CPI increase commencing July 1.
Location	Flexible Hybrid – Primarily based in our office in Camperdown, NSW
Position status	Full time, fixed term contract until 27 March 2027
Commencing	September 2026

About the Greens NSW	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. In NSW we have seven Members of Parliament, two Senators in the Federal Parliament, and seventy local government Councillors.
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Key responsibilities	The Digital Campaign Strategist will be responsible for implementing social media and digital advertising strategies for the 2027 State Election campaign. Key responsibilities will include: • Planning, drafting, producing and posting high-quality online content for a range of social media and digital platforms. • Working with the Communications Manager, create a strategy and operational plan for communications and advertising over social media. • Provide basic maintenance and management of the Greens NSW Facebook page, Instagram and Twitter. This will include managing comments and interactions. • Engaging with members, supporters and voters online and helping build strong Greens communities on social media. • Maintain a database of graphic templates for local campaigns to use and modify. • Where necessary, taking photos or videos of campaign events. • Provide monthly written reports which detail: Greens NSW social media activity, local campaign social media status, training of local digital coordinators, impact of digital media campaigning. • Other activities as directed by the Campaign Manager
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Essential requirements	The Digital Campaign Strategist must meet the following essential requirements: 1. Excellent people skills, focusing on sharing skills and ideas with local Greens campaigners of all ages and backgrounds across NSW. 2. Knowledge of and experience with social media and digital advertising platforms. 3. Experience with Meta ads, ad accounts, and managing a significant number of group assets. 4. Demonstrated experience implementing an election, social justice, environment, and/ or community social media campaign. 5. Strong skills in design, digital content creation and production, including with software programs Adobe Creative Suite and Canva. 6. Experience in producing social media content and developing social media strategies. 7. Knowledge of political issues and ethics, and the ability to accurately apply Greens policy to social media comment. 8. A commitment to The Greens and to advancing Greens policies and principles including an understanding of the Greens and support for the party's principles, policies, and decision-making processes. 9. Demonstrated ability to build effective interpersonal relationships and work collaboratively. Desirable: 10. Previous experience of political campaigns. 11. Knowledge of state election issues. Successful candidates must not be a member of another political party.
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Key relationships	Communications Manager	Direct line manager. Day to day management of tasks. Escalate issues, keep informed, advise, and receive instructions.
	Campaign Manager	Escalate issues, keep informed, advise, and receive instructions.
	State Manager	Escalate issues, keep informed, advise, and receive instructions.
	Campaign team	Work collaboratively and inclusively by participating in meetings to share information, innovation, and best practice.

	Internal stakeholders	Work with others on the campaign to resolve issues and provide solutions to problems.
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Diversity, Equity, and Inclusion	We are committed to building a diverse, inclusive, and equitable workplace where everyone feels valued, respected, and empowered to contribute. We welcome applications from people of all backgrounds, experiences, identities, and perspectives, including Aboriginal and Torres Strait Islander peoples, people with a disability, culturally and linguistically diverse people, LGBTQIA+ people, and people of all ages. The Greens NSW office is an accessible workplace. Reasonable adjustments and flexible working arrangements are available to support individual needs.
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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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