

THE GREENS NSW	
Position title	Campaign Assistant (Digital)
Salary	\$95,525.52 (Class 4.2) pro rata plus 13% superannuation - subject to CPI increase backdated to July 1 2026
Location	Flexible Hybrid – can be based remotely/online, with the option to work from our Mullumbimby office
Position status	Fixed term contract, 2.5 days per week (17.5 hours), ending 20 March 2027
Commencing	31 August 2026

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

This position will work closely with the Ballina Campaign Manager to execute the campaign's digital communications strategy.

Key responsibilities will include:

- Plan, create and post high-quality content across the campaign's social media and digital platforms
- Monitor and analyse social media performance, iterate content based on data and regularly report analysis to campaign team
- Book and manage paid social media advertising in line with the campaign budget
- Draft and send campaign emails/EDMs
- Provide basic maintenance and management of the campaign's social media accounts, including managing comments and interactions
- Engage with members, supporters and voters online, and help build a strong Greens community on social media
- Maintain a database of graphic templates for campaign use
- Take photos and videos at campaign events, as required
- Support the Ballina Campaign Manager with general campaign administration
- Other duties as directed by the Ballina Campaign Manager

Essential requirements

- Excellent communication skills, focused on connecting with our community online across all ages and backgrounds
- Knowledge of and experience with social media and digital advertising platforms
- Experience with Meta ads, ad accounts, and managing spend within a budget
- Experience implementing a social media campaign, ideally for an election, social justice, environment, and/or community issue
- Strong skills in design and digital content creation and production, including with software such as Canva
- Experience producing social media content and developing social media strategies
- Knowledge of political issues and ethics, and the ability to accurately apply Greens policy to social media comment
- A commitment to The Greens and to advancing Greens policies and principles
- Demonstrated ability to build effective interpersonal relationships and work collaboratively
- Desirable: previous experience of political campaigns
- Desirable: knowledge of state election issues

Successful candidates must not be a member of another political party.

Key relationships	Ballina Campaign Manager	Direct line manager. Day to day management of tasks. Escalate issues, keep informed, advise, and receive instructions.
	State Manager	Escalate issues, keep informed, advise, and receive instructions.
	Work team and candidate	Work collaboratively and inclusively by participating in meetings to share information, innovation, and best practice. Work with others on the campaign to resolve issues and provide solutions to problems. Work closely and respectfully with candidate to create content in authentic style.
	Volunteers	Work collaboratively, inclusively and respectfully to engage and motivate volunteer teams.

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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