

PD - Materials and Digital Content Creator

GREENS NSW	
Position title	Newcastle Greens Materials and Digital Content Creator - 2027 State Election Campaign
Salary	Administrative Worker Class 4.1 \$96,715.10 FTE p.a. + 13% superannuation
Location	Newcastle Greens Office - 21 Gordon Avenue, Hamilton
Position status	Fixed Term Contract - 7 hours per week, for 24 weeks
Commencing	Week beginning 21 September 2026 (finished by 6 March 2027)

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 7 Members of Parliament, two Senators in the Federal Parliament, and 60 local government Councillors. We are comprised of 60 local groups across the state.
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Key responsibilities	This position will report to the Newcastle State Campaign Coordinators and will work closely with the Campaign Communications Working Group and the Digital Campaign Manager to capture and create social media content and print collateral to support the Newcastle Greens 2027 State election campaign. Key responsibilities will include: • Design and produce all essential printed materials for the campaign including, but not limited to, doorknocking and How To Vote flyers. • Use appropriate software to produce scripts, and social media content for the campaign, including Facebook squares, Instagram posts, memes, and website content. • Use appropriate software applications to create, edit and publish video content for social media, Youtube and the Newcastle Greens website.
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	• Produce or procure photography/videography content from internal stakeholders. • Repurpose appropriate graphic and video material supplied by Australian and NSW Greens for Newcastle campaign requirements. • Create and maintain a weekly posting schedule across digital channels, with the aims of brand awareness, building community and reaching persuadable communities that increases reach and/or engagement. • Utilise and uphold the structure and access of the Google Drive when managing content files. Provide access, when needed for volunteers to upload content. • Ensure the engagement of culturally and linguistically diverse (CALD) and LGBTQIA+ communities. • Consult and coordinate with the Newcastle Greens Communications Working Group, Digital Campaign Manager, Campaign Fundraiser, Field Organiser and Candidates. • Attend the Communications Working Group on Thursday nights. • Other duties as directed.
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Essential requirements	The Digital Content Creator must meet the following essential requirements: 1. Demonstrable knowledge of and experience with social and digital media platforms. 2. Demonstrable ability with producing written, static and video content for social media platforms. 3. 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. 4. Understanding of and willingness to be directed regarding electoral compliance requirements. 5. Understanding of NSW and Australian political issues and the political system
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	6. Excellent communication, negotiation, and analytical skills. 7. Excellent organisational skills in managing competing priorities and deadlines. 8. Demonstrated emotional intelligence, problem-solving skills and resilience. 9. Essential: A current Working with Children Check (Employed) or a willingness to obtain one in the first month of employment. 10. Experience with the Greens NSW system of ensuring consistency with electoral commission compliance regulations would be an advantage. Successful candidates must not be a member of another political party. It is expected that the successful candidate will provide their own computer and mobile phone.
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Key relationships	Cathy Burgess, Milo Kei and Kirsty Jones Newcastle State Campaign Coordinators	Direct line manager. Regularly report on progress toward targets. Escalate issues, keep informed, advise, and receive instructions.
	Chris Kerle Greens NSW Federal Campaign Coordinator	Escalate issues, keep informed, advise, and receive instructions.
	Campaign Communications Working Group	Consult and coordinate with and seek guidance from the Campaign Communications Working Group
	Campaign team	Work collaboratively and inclusively with the broader campaign team and candidates to resolve issues and provide solutions to problems and share information, innovation, and best practice.

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

The Newcastle Greens are seeking a Materials and Digital Content Creator for 24 weeks part time (7 hours/week) to capture and create social media content and print collateral to support their 2027 State election campaign.

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.

The Greens NSW is comprised of 60 local groups across NSW. We currently have four Members of Parliament in the Upper House and three in the Lower House in NSW Parliament. There are 60 Greens Councillors throughout NSW.

The Greens NSW is committed to supporting staff to do their best work and provides the following employee benefits:

- Flexible work arrangements
- Commitment to supporting professional development
- A supportive, creative, and collaborative team culture
- Great office location in Hamilton
- Superannuation contribution of 13%
- Four weeks annual leave with leave loading of 17.5%
- Access to Employee Assistance Program.

KEY RESPONSIBILITIES

The Materials and Digital Content Creator will report to the Campaign Coordinators and will work closely with the Communications Working Group and Digital Campaign Manager to capture and create social media content and print collateral to support the Newcastle Greens 2027 State election campaign.

Key responsibilities will include:

- Design and produce all essential printed materials for the campaign including, but not limited to, doorknocking and How To Vote flyers.
- Use appropriate software to produce scripts, and social media content for the campaign, including Facebook squares, Instagram posts, memes, and website content.

- Use appropriate software applications to create, edit and publish video content for social media, Youtube and the Newcastle Greens website.
- Produce or procure photography/videography content from internal stakeholders.
- Repurpose appropriate graphic and video material supplied by Australian and NSW Greens for Newcastle campaign requirements.
- Create and maintain a weekly posting schedule across digital channels, with the aims of brand awareness, building community and reaching persuadable communities that increases reach and/or engagement.
- Utilise and uphold the structure and access of the Google Drive when managing content files. Provide access, when needed for volunteers to upload content.
- Ensure the engagement of culturally and linguistically diverse (CALD) and LGBTQIA+ communities.
- Consult and coordinate with the Newcastle Greens Communications Working Group, Digital Campaign Manager, Campaign Fundraiser, Field Organiser and Candidates.
- Attend the Communications Working Group on Thursday nights.
- Other duties as directed.

ESSENTIAL REQUIREMENTS

The Digital Content Creator must meet the following essential requirements:

1. Demonstrable knowledge of and experience with social and digital media platforms.
2. Demonstrable ability with producing written, static and video content for social media platforms.
3. 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.
4. Understanding of and willingness to be directed regarding electoral compliance requirements.
5. Understanding of NSW and Australian political issues and the political system
6. Excellent communication, negotiation, and analytical skills.
7. Excellent organisational skills in managing competing priorities and deadlines.
8. Demonstrated emotional intelligence, problem-solving skills and resilience.
9. Essential: A current Working with Children Check (Employed) or a willingness to obtain one in the first month of employment.



10. Experience with the Greens NSW system of ensuring consistency with electoral commission compliance regulations would be an advantage.

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

It is expected that the successful candidate will provide their own computer and mobile phone.

PAY AND CONDITIONS

Salary range: Administrative Worker Step 4.1 \$92,995.28 FTE p.a. + 13% superannuation

Primary Location: Newcastle Greens office, Hamilton, NSW

Hours: 7 hours per week

Status: Short term contract for 24 weeks

Position begins: Ideally, the week beginning 21 September 2026 (ends by 6 March 2027)

Covered by: The Greens NSW Staff Collective Agreement.

For further queries about the role please email cathyburgess22@yahoo.com

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: cathyburgess22@yahoo.com with the subject line: ***Application for Materials and Digital Content Creator.***

Applications close: 5.00pm Friday 18 September 2026.