

POSITION DESCRIPTION - DIGITAL CAMPAIGN MANAGER

GREENS NSW	
Position title	Newcastle Greens Digital Campaign Manager - 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 - 14 hours per week, for 15 weeks (includes 2 week break between 20 December 2026 and 3 January 2027)
Commencing	Week beginning 30 November 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 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.
-----------------------------	---

Key responsibilities	This position will report to the Newcastle State Campaign Coordinators and will work closely with the Campaign Comms Working Group and the Materials and Digital Content Creator to manage and review social media content, and manage the social media advertising program to support the Newcastle Greens 2027 State election campaign. Key responsibilities will include: 1. Review content for print, social media, Youtube and the Newcastle Greens website through established channels, and schedule and publish content to appropriate channels. 2. Manage the Newcastle Greens 2027 State election digital advertising campaign in accord with Greens NSW compliance requirements and campaign budget.
-----------------------------	--

POSITION DESCRIPTION - DIGITAL CAMPAIGN MANAGER

	3. Review the weekly posting schedule across digital channels, with the aims of brand awareness, building community and reaching persuadable communities that increases reach and/or engagement. 4. Liaise with external and internal stakeholders to supply photography/videography content. 5. Review script, graphic and video material supplied by Australian and NSW Greens to repurpose for the Newcastle / Wallsend campaigns. 6. Create and provide a report to campaign meetings and update Campaign Scorecard. 7. Ensure the engagement of culturally and linguistically diverse (CALD) and LGBTQIA+ communities. 8. Consult and coordinate with the Newcastle Greens Communications Working Group, Materials and Digital Content Creator, Campaign Fundraiser, Field Organiser and Candidates. 9. Attend the online Communications Working Group on Thursday nights. 10. Other duties as directed.
--	--

Essential requirements	The Digital Campaign Manager must meet the following essential requirements: 1. Demonstrable knowledge of and experience with social media and digital advertising platforms. 2. Extensive demonstrable knowledge of and experience with digital advertising platforms. 3. Understanding of the production of static and video content for social media platforms. 4. 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.
-------------------------------	--

POSITION DESCRIPTION - DIGITAL CAMPAIGN MANAGER

	5. Understanding of and willingness to be directed regarding electoral compliance requirements. 6. Understanding of NSW and Australian political issues and the political system 7. Local knowledge of political issues in Newcastle 8. Excellent communication, negotiation, and analytical skills. 9. Excellent organisational skills in managing competing priorities and deadlines. 10. Demonstrated emotional intelligence, problem-solving skills and resilience. 11. Essential: A current Working with Children Check (Employed) or a willingness to obtain one in the first month of employment 12. Experience with the Greens NSW system of ensuring consistency with electoral commission compliance regulations would be an advantage. 13. Essential: Complete a Greens NSW Digital Coordinator Training Session (online) 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.
--	--

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 team	Work collaboratively and inclusively with the campaign team and candidates to resolve issues and provide solutions to problems and

POSITION DESCRIPTION - DIGITAL CAMPAIGN MANAGER



		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.
----------------------	--

POSITION DESCRIPTION - DIGITAL CAMPAIGN MANAGER

ABOUT THE ROLE

The Newcastle Greens are seeking a Digital Campaign Manager to lead all campaign communications, from social media and fundraising emails to print collateral, ad spend, website and analytics. This is a paid, senior role for someone who can both set the strategy and do the work.

You'll help make sure Newcastle and Wallsend voters hear about the issues that matter most to them, and how our candidate plans to fix them. We're a grassroots campaign that doesn't take corporate money, so this role matters more than most, you're not just running comms, you're helping prove that people power beats billionaire donors.

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

This position will report to the Newcastle State Campaign Coordinators and will work closely with the Materials and Digital Content Creator to manage and review social media content, and manage the social media advertising program to support the Newcastle Greens 2027 State election campaign.

Key responsibilities will include:

POSITION DESCRIPTION - DIGITAL CAMPAIGN MANAGER



1. Review content for print, social media, Youtube and the Newcastle Greens website through established channels, and schedule and publish content to appropriate channels.
2. Manage the Newcastle Greens 2027 State election digital advertising campaign in accord with Greens NSW compliance requirements and campaign budget.
3. Manage/review 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.
4. Liaise with external and internal stakeholders to supply photography/videography content.
5. Review script, graphic and video material supplied by Australian and NSW Greens to repurpose for the Newcastle / Wallsend campaigns.
6. Create and provide a report to campaign meetings and update Campaign Scorecard.
7. Ensure the engagement of culturally and linguistically diverse (CALD) and LGBTQIA+ communities.
8. Consult and coordinate with the Newcastle Greens Communications Working Group, Materials and Digital Content Creator, Campaign Fundraiser, Field Organiser and Candidates.
9. Attend the online Communications Working Group on Thursday nights.
10. Other duties as directed.

ESSENTIAL REQUIREMENTS

The Digital Campaign Manager must meet the following essential requirements:

1. Demonstrable knowledge of and experience with social media and digital advertising platforms.
2. Extensive demonstrable knowledge of and experience with digital advertising platforms.
3. Understanding of the production of static and video content for social media platforms.
4. 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.

POSITION DESCRIPTION - DIGITAL CAMPAIGN MANAGER



5. Understanding of and willingness to be directed regarding electoral compliance requirements.
6. Understanding of NSW and Australian political issues and the political system
7. Local knowledge of political issues in Newcastle
8. Excellent communication, negotiation, and analytical skills.
9. Excellent organisational skills in managing competing priorities and deadlines.
10. Demonstrated emotional intelligence, problem-solving skills and resilience.
11. Essential: A current Working with Children Check (Employed) or a willingness to obtain one in the first month of employment
12. 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 Class 4.1 \$96,715.10 FTE p.a. + 13% superannuation

Primary Location: Newcastle Greens office, Hamilton, NSW

Hours: 14 hours per week

Status: Short term contract for 15 weeks

Position begins: In the week beginning 30th November 2026

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 Digital Campaign Manager.**

Applications close: Monday 2nd November 2026 - 5 pm.