

Position Description: Marketing & Activation Director

About the role

The Australian Greens Marketing & Activation Director will lead the development of innovative political marketing strategies to reach target audiences and drive brand growth. Working closely with colleagues in the Australian Greens communications, marketing, engagement and fundraising teams to deliver acquisition, persuasion and activation strategies that build our movement, deliver persuasive and vote winning messages and help secure tangible wins on key issues.

As part of the leadership team of the Australian Greens, you'll contribute to high-level strategic planning and operational roll out. You'll lead a small national team of communications specialists, setting the strategic direction while remaining closely connected to delivery. You'll work closely with key leaders across our state and territory member bodies, and elected representatives in Federal, State and Territory parliaments. This is a chance to play a crucial role in the continued growth of our political movement as we work to build a better future.

About you

You are a senior marketing and communications professional with the experience and confidence to deliver both strategy setting and operational execution. You are passionate about working on the most pressing political issues of our time and using your skills and experience in advertising and persuasion marketing, brand and messaging development and supporter acquisition to ensure the continued growth of the Greens.

To succeed in this role you will enjoy working in fast paced and dynamic environments and love the thrill of spotting opportunities and executing interventions that make the most of the political and cultural zeitgeist.

As an experienced manager, you'll foster a positive team culture and build strong and productive relationships across our organisation. Passionate about working with people, you won't be afraid to pick up the phone and collaborate with internal stakeholders and manage key external relationships.

In this role you will:

- Lead the development of innovative advertising and marketing strategies to reach target audiences and drive brand growth and supporter activation between elections
- Manage the Marketing and Activation team to coordinate the daily and mid-term political opportunity spotting and strategic and tactical response, ensuring delivery across our marketing and engagement channels
- Oversee the planning and execution of advertising strategies for election campaigns (at a Federal or State and Territory level).
- Build the capabilities of our supporter acquisition and activation program, to grow and deepen the impact of our movement
- Work in collaboration with communications, fundraising, digital and engagement teams to coordinate a consistent rollout of key communications campaigns and ensure message consistency across channels
- Build the capability of the Marketing and Activation team through coaching and professional development
- Contribute as a member of the Australian Greens leadership team to the overall strategic direction, culture and wellbeing of the organisation.

Selection Criteria

We encourage you to apply even if you don't have all of the relevant skills. We're looking for someone passionate and hungry for progressive change and with a belief in our movement, which we prioritise over formal education or qualifications.

- Extensive experience (7+ years) in communications, advertising, marketing or brand roles, including program development and leadership.
- Proven success (3+ years) in leading and managing a multi-channel marketing and creative team and contractors.
- Demonstrated marketing strategy experience.
- Demonstrated editorial judgment, with a strong understanding of content creation, digital content production (writing, design, video, UX), visual storytelling instincts, and project management discipline.
- Strong analytical skills, including use of data and insights to inform decision making and strategy development with measurable ROI.
- Experience advising senior leaders and supporting organisation wide initiatives and change.
- Excellent written and verbal communication skills.

Relationship to others

Directly supervised by: National Manager, Australian Greens

Works closely with: Staff across the National Office, State/Territory offices and the Federal Parliamentary Leaders Office.

Location

This role is to be undertaken remotely from home or as negotiated with the National Manager.

Conditions

This is a full-time position for 38 hours per week.

The position is subject to the conditions of the "The Australian Greens Staff Collective Agreement" and will be employed with a classification under this agreement of Team Leader with a salary range across 7 pay levels from \$125,465 to \$151,282.

Superannuation is also paid at the rate of 12%.

Applications

The Australian Greens are committed to building a diverse and inclusive team and culture.

We strongly encourage applicants from a diverse range of genders, ages, sexual orientations, cultures, language groups, abilities, and experiences to apply.

Applications must include a CV and separate statement addressing all the selection criteria included in this position description.

Applications should be emailed to national.manager@greens.org.au with the subject line: *[your name] – Marketing and Activation Director application*.

Enquiries to the National Manager, Brett Constable by phone 0408 593 669 or email to national.manager@greens.org.au

The closing date for applications is **Sunday 1 March**.