

Job Description

Title	Campaigns Manager
Job Type	Self-employed contract
Start and end Date	Flexible, ideally start immediately.
Work location	Remote - NZ preferred
Hours and Rate	20 hours per week (flexible), with the possibility to go full-time in 2027. \$44.53 per hour + GST if required.
Reporting	Primarily self-directed, reporting to the Executive Director and Board when appropriate. No direct reports.

About the Role

Key Responsibilities:

1. Campaign Management

- Develop, execute, and review campaign strategies in collaboration with the wider team.
- Conduct research on food brands and strategies, and adjust plans as needed to ensure successful outcomes.
- Organise events that align with campaign objectives and engage stakeholders effectively.
- Ensure clear and impactful communication with supporters across all channels, including email communication blasts and social media.

2. Volunteer & Supporter Engagement

- Recruit, coordinate, and manage volunteers for events and campaigns.
- Write and send engaging emails to supporters, keeping them informed and motivated to act.
- Monitor and moderate social media channels to ensure a positive and active supporter base.
- Manage inbox communications, responding to queries in a timely and professional manner.

Required Skills:

- The ability to be self-directed and work within a flat structure where all contractors give and receive feedback equally.
- Excellent written and verbal communication skills, with the ability to craft compelling content for various audiences.
- Competency in digital tools such as G-suite, Slack, Canva, WordPress, Strong attention to detail and the ability to manage multiple priorities simultaneously.

- Proven experience in campaign development, event organisation and/or project management.

Other skills of interest include:

- Graphic design experience for social media and visual content.
- Social media video making using Canva or other programmes.
- Experience in media outreach, public relations, or journalism.
- Familiarity with ActionNetwork or similar campaigning tools.