GREENPEACE Belgium Campaigner Job Description

Job title : Campaigner
Valid from : 01/05/2011
Job Grade : 4
Reports to : Campaigns Director
Line-manages : -

OVERALL PURPOSE OF THE JOB
To develop and implement campaigns in the framework of the Greenpeace international campaign strategy, in order to achieve objectives related to the protection of the environment.
To support and help other campaigners, when necessary.
To share knowledge and experience with other campaigners.

SCOPE
All aspects of campaign work that contribute in working towards a specific campaign target, including analysis of a problem, development of a strategic plan, defining the scope for the solution, legal assessment, confronting the counter part(s). Methods used: study, research, networking, lobbying, public debate, public outreach, non-violent direct action, communication.
Of a campaigner it can be required to contribute to Greenpeace International (GPI) or other National or Regional Offices (NRO’s) within the field of his/her expertise (spreading expertise, international co-ordination or development of a campaign aspect, ...).
As any GBJ staff employee, a campaigner can be asked to participate in and/or to coordinate particular projects. These projects do not necessarily have to fall within his/her field of expertise.

MAJOR FUNCTIONS / RESPONSIBILITIES

Conceptual tasks, Strategy Development and/or Project Development
- Build know-how on the national academic, political, economic, media & social realities related to the campaign.
- On the basis of a good understanding of the international campaign plans and the national reality, develop and define with the Strategic Team a realistic step by step national campaign plan for review by the Program Council.
- Elements of the campaign plan: power and SWOT analysis, definition of goals and targets, breakdown in realistic intermediate goals, timeline and milestones, tactics, communication strategy.

Implementation
- Co-operate closely with the volunteer unit on the development, planning and implementation of tactics.
- Co-operate closely with the communications department on the development, planning and implementation of a communication plan.
- Act as relay for international content to the national communication department.
- Possible coordination of the Task Force of a particular campaign/project and execution the necessary steps in the campaign plan (research, campaign documents, lobbying, tactics and his/her part of the communication).
- Possible management of a particular campaign project (overall coordination of the different task forces dealing with the project, financial control, ...).
- Build a network of contacts with all internal (GPI, other NRO’s) and external (authorities, police, legal, industry, press, other non-governmental organizations (NGO’s) or pressure groups) parties in the campaign field.
- For the highest level of contacts with these internal and external parties in the campaign field, the CD is always involved.
- Report on the execution of agreed plans to the CD and to the international issue co-ordinator or his/her representative.
- Be the campaign spokesperson to press, authorities and industry, in agreement with the CD and with involvement of comms.
- Financial responsibility: will be held accountable for efficient spending in his/her campaign.
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- In the framework of project management, may take the role of project manager (size of the projects managed according to his/her competency profile)

Support / Coaching / Leadership
- Support other campaigners on developing a campaign plan.
- Support other campaigners on implementing their campaign plan.

Compliance / Keeping Framework Conditions
- Fundamental responsibility, together with the campaign director, for checking any content (legal, credibility) on his/her campaign that leaves the organisation towards the public.

COMPETENCY PROFILE

Organization competencies
- Professionalism, in particular autonoumous
- Achievement, in particular effective in reaching objectives
- Interpersonal relationship, in particular build and manage relationship with colleagues
- Knowledge sharing
- Values diversity, in particular refers to “global mindset”
- Innovation, in particular ability to create the model for change

Functional competencies

Technical
- Native language French or Dutch.
- Fluency in written and spoken second national language (French or Dutch).
- Fluency in written and spoken English.
- Knowledge and/or experience in national or international campaigning.
- Understanding of the roles that science, politics, economics, industry, consumers, media, and social change play in campaigning.
- Knowledge and/or experience in research and investigation, both desk-based and field-based.
- Skills in written and verbal communication.
- (Scientific) Knowledge and/or experience in (at least) one of the Greenpeace campaign themes.
- Knowledge and/or experience in lobbying.
- Knowledge and/or experience in effectively dealing with confrontational situations (e.g. political debates, …).
- Knowledge and/or experience in budget management.
- Knowledge and/or experience in business administration, including contractual skills to organize subcontractors.
- Knowledge of and/or experience with divers IT user applications: E-mailing, Excel, Word.

Method related
- Negotiating skills.
- Public speaking, able to act as spokesperson for his/her campaign.
- Risk assessment: legal, reputation, communication impact.
- Presentation and reporting skills.
- Project management, including ability to effectively adjust plans to rapidly changing circumstances.
- Work under pressure, in physically or mentally challenging situations.
- Time management.
- Attention to details.
- Knowledge and understanding of NGO sector.
- Decision making.

**Social / self**
- Being a team player.
- Build and manage relationships with all stakeholders (industry, politics, administration, consumers, other NGO’s …).  
- Social skills should allow the campaigner to move in many different social circles, and to manage difficult social situations (confrontation).
- Tact and diplomacy.
- Assertive.
- Ability to understand scientific issues necessary for the job.
- Ability to understand political issues necessary for the job.
- Ability to understand legal issues necessary/useful for the job and ability to work out legal strategies to turn confrontational situations to the advantage of the campaign.

**Leadership competencies**
- Strategic orientation, in particular ability to design effective campaign strategies and ability to engage with all stakeholders of campaign inside and outside Greenpeace.
- Managing vision, in particular ability to create the model for change.
- Planning and organizing, in particular ability to make optimal use of all available capacities in the organisation, including working teams.
- Empowering and developing people

**ATTITUDE**
- Identification with Greenpeace goals and supportive of Greenpeace values.
- Autonomous / sense for initiative / work independently.
- Proactiveness.
- Stress resistance.
- Tenacity.
- Flexibility.
- Willingness to learn: building expertise in his campaign field.
- Willingness to teach.

**SPECIFIC WORK ENVIRONMENT**
- Based at the Greenpeace Belgium office in Brussels.
- Regular and possibly extensive travel; sometimes field work without communications- or IT support.
- Highly flexible towards working hours.