



SOUTHEAST ASIA

## **RECRUITMENT PACK**

Greenpeace, one of the world's most respected and dynamic organizations, is an international non-profit global campaigning organization that acts to ensure the ability of Earth to nurture life in all its diversity. At the heart of Greenpeace's campaigns is the tradition of non-violent, direct action against environmental abuse and destruction.

**Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action.**

Greenpeace acts to change attitudes and behavior, to protect and conserve the environment and to promote peace by:

- **Catalyzing an energy revolution** to address the number one threat facing our planet: climate change.
- **Defending our oceans** by challenging wasteful and destructive fishing, and creating a global network of marine reserves.
- **Protecting the world's ancient forests** and the animals, plants and people that depend on them.
- **Creating a toxic free future** with safer alternatives to hazardous chemicals in today's products and manufacturing.
- **Campaigning for sustainable agriculture** by rejecting genetically engineered organisms, protecting biodiversity and encouraging socially responsible farming.

Greenpeace, an international environmental non-government organization, is comprised of 26 independent national and regional offices across the world covering operations in more than 55 countries.

To maintain our independence, Greenpeace does not accept donations from governments or corporations but relies on contributions from individual supporters and foundation grants.

For over 40 years, Greenpeace has been successful in our campaigns to reverse environmental degradation by bearing witness to environmental destruction and exposing and confronting environmental abuse. Greenpeace campaigns have been vital in informing government policies on the environment and effecting changes in business practices which lead to various environmental problems.

### **Greenpeace in Southeast Asia**

Greenpeace opened our first office in Southeast Asia in 2000. In that time, we have led successful campaigns throughout the region, securing fresher air, cleaner water and a healthier environment through changing industry practices and government policies.

Greenpeace actively campaigns across the region to catalyze an energy revolution, protect ancient forests and our oceans, create a toxics-free future and create a shift to sustainable agriculture.

Greenpeace has four offices in Southeast Asia (GPSEA) —in Thailand, Indonesia, Philippines and Malaysia and currently composed of: Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, Operations Support (Human Resources, Finance & Admin, Information Technology, Security) and Executive Office. Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the direct dialogue fundraisers.

## **THE POST: INSIGHTS MANAGER**

### **JOB SUMMARY**

You love exploring data and have a passion for finding insights that can be turned into meaningful action. With years of experience working with social media and marketing tools, you will collaborate with the database, engagement & fundraising teams across the region, building GPSEA's expertise and capacity for data-driven decision-making and agile campaigning.

You will advise and implement best practices for data collection, standards and testing, generating insights to drive further refinement, growth and effectiveness of our environmental campaigning. As a senior specialist, the role will work across teams and projects both on a project basis and to provide ongoing reporting and dashboard management

You use big data techniques to analyze and predict audience behavior.

You apply a structured approach to data storytelling. By combining data, visuals and narrative to explain, enlighten and engage internal and external audiences, you are driving positive change and super-powering our campaigns.

You are highly motivated and have a deep sense of purpose, looking for something meaningful to contribute your skills and talents while also looking for the opportunity to grow. By leading this work you will be providing mentorship and skills development for individuals and teams across the region.

This is a full-time position based in either Manila, Bangkok, Kuala Lumpur or Jakarta. Citizens of Philippines, Thailand, Malaysia and Indonesia are encouraged to apply.

### **KEY DUTIES:**

1. Data Strategy Development & Delivery
  - Drive the effective collection of engagement data across organizational functions, integrating knowledge from a variety of data sources.

- Working in Campaign project teams, guide the use of data insights to enable the development and ongoing reporting of campaign activities
- Proactively identify methods to promote the use of our data and audit information to ensure relevance, reliability, and usability
- Identify and ensure the most appropriate systems are in place to deliver the GPSEA's insights requirements, collaborating with our technology team for development and ensuring alignment with the GPSEA Technology strategy.
- Understand the market dynamics in Southeast Asia and prepare benchmarks to track and evaluate GPSEA performance, with particular emphasis in online benchmarking
- Expand engagement performance indicators and reporting and maintain dashboards to measure and track KPIs, providing interpretation and highlights.
- Improve testing methods of email A/B test, message testing on social media, develop template that can track performance of each offices, coordinate with each offices to analyse data

## 2. Data Analysis

- Work closely with and provide a high level of direction to our Regional Reports Analyst.
- Perform regular analysis and strategy development within priority campaign projects and across functions, helping identify opportunities for improving the targeting and refinement of our engagement, audience and communication strategies;
- Utilise high-level communication skills to help decision makers across the organisation understand important indicators, patterns and trends and identify opportunities to solve problems and improve performance
- Ability to convert insights to practical actions
- Use data storytelling techniques to give numbers a voice

## 3. Knowledge sharing

- Provide insights about local and regional trends and audience behavior to colleagues and project teams based on data sourced internally and externally.
- Train, coach, provide data analytics knowledge to GPSEA staff and promote our growth as a data-informed organisation
- Collaborate with colleagues to identify key markets in the region and shape opportunities for growth
- Contribute in building audience-centric approaches for campaigning

## 4. Perform other job-related duties as requested or assigned by the Engagement Director

## **EDUCATIONAL BACKGROUND & FUNDAMENTAL QUALIFICATIONS**

- Level of Education: Bachelor's Degree or equivalent industry experience
- Field of Study: Preferably in Marketing, Business, Statistics, or Research (or relevant industry experience)
- Work Experience: Minimum of 3 years of professional experience, preferably involving User Experience, Statistical Analysis, Online Marketing, or similar fields

## **COMPETENCIES AND SKILLS**

### **Organizational Competencies**

- Teamwork & Communication: Knowledge and/or experience in working with others and presenting information, ideas, and positions in a clear manner that can easily be understood across diverse and multi-cultural audiences
- Strategic Thinking & Global Mindset: Knowledge and/or experience in addressing organizational objectives by developing calculated approaches that integrate an openness to and awareness of diversity across cultures
- Quality: Knowledge and/or experience in meeting and surpassing requirements by setting high standards for the condition of outputs

### **Functional Skills**

- Strong skills in written and spoken English (required)
- Ability to communicating complex information in a simple and accessible way
- Confidence in communicating with and working with teams across the region
- At least 3 years working in an analyst role. Ideally digital marketing, web analytics, financial or data science
- Knowledge and/or experience in supporter relationship management/supporter journey communication
- Knowledge and/or experience in using marketing data and trend analysis
- Knowledge and/or experience in business intelligence and/or data analysis software
- Knowledge and/or experience in data management tools and practices
- Knowledge and/or experience in database systems, reporting and management
- Expert level spreadsheet skills for data analysis
- Experience with front end database work. Salesforce or similar
- Knowledge and/or experience in statistical analysis and reporting
- Knowledge and/or experience in analysis using multiple data sources
- Knowledge and/or experience in developing and standardizing more efficient processes by following a systematic approach
- Knowledge and/or experience in evaluation
- Understanding of campaigns to drive change

Desirable:

- Experience with data Visualization/Dashboarding tools: ie. Tableau, Leftronic, Geckboard or similar
- Experience reporting tools: ie. Salesforce report builder, Microsoft Report Builder, Google Data Studio
- Knowledge of SQL or R Programming
- Knowledge of SPSS and other statistical tools
- Written and spoken regional language (Thai, Bahasa, Tagalog)

### **SPECIFIC WORKING ENVIRONMENT**

This position requires the employee to have a flexible approach and the ability to adapt and work in different and challenging work and cultural environments, which may include flexible arrangements working in challenging field and frontline work environments.

- Flexible arrangements working in challenging field and frontline work environments.
- Commitment to non-violent direct action as a means of affecting change
- Willingness to work beyond normal working hours.
- While employ state of the art video conferencing to work with our colleagues in different offices, this job will still include local, regional and international travel
- Greenpeace Southeast Asia operates an open and inclusive, multicultural, multilingual and multiethnic work environment, contributing to the development of mutual understanding, trust and tolerance.

### **THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST**

#### **WORKING HOURS**

Normal hours of work for full time Employee will be forty (40) per week or (5) days in a week, at 8 hours per day excluding an hour lunch break. This will be from Monday to Friday, between the hours of 8:30 am to 6: 30 pm. Ordinary hours of work may be varied as agreed between staff and the line managers.

#### **LEAVE**

A permanent employee will be entitled to the following leaves:

Annual Leave: 20 days

Parental Leave: As per labor laws and Greenpeace policy

Long Service Leave: 2 months paid leave after 5 years of continuous service

Compassionate leave: maximum of 5 days for the death of significant others

#### **SALARY**

In determining salary offer for this position, Greenpeace applies its Salary Grading Process, taking into consideration the job description and applicant's previous experience, and the organization's salary grade.

#### **INSURANCE**

Greenpeace provides health insurance and travel insurance to its employees.

#### **LEARNING AND DEVELOPMENT**

Greenpeace is committed to providing its employees with learning and development opportunities to be able to perform its functions more effectively. Through its mentoring process and annual Performance Management System, staff's development objectives are identified and prioritized.

#### **EQUAL EMPLOYMENT OPPORTUNITY**

Greenpeace is committed to the principle of Equal Employment Opportunity for all employees, regardless of sex, marital status, nationality, religion, age, sexual orientation and any other characteristics unrelated to the performance of the job. Selection will be in accordance with objective, job related criteria and the appointment will be on the basis of applicant's merits and abilities.

#### **HR POLICIES AND PROCEDURE**

Greenpeace management and staff are given guidance on the implications of the equal opportunities policy. Policies and procedures are reviewed to review and adapt current practices to promote equality of opportunity. Other organizational policies and procedures will be fully discussed to the successful applicant.

### **APPLICATION GUIDELINES**

Interested candidates are invited to write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace, fill out the Application and email to: [jobs.ph@greenpeace.org](mailto:jobs.ph@greenpeace.org)

**Deadline for Applications: September 23, 2018**

As we receive a large number of applicants for our advertised vacancies, we are unable to respond to those applicants who have not been shortlisted and we apologize for this in advance. If you do not hear from us within two weeks of the closing date, please assume that you have not been shortlisted.

#### **GUIDANCE IN COMPLETING YOUR APPLICATION FORM**

1. Read the recruitment pack carefully before completing your application form. The recruitment pack contains information about Greenpeace, about the job you are applying for, and brief information on employment conditions.
2. Complete all items in the application form. Remember that this will be our basis for shortlisting candidates. **Curriculum Vitae (CVs) will not be accepted.**
3. Make sure you email the form to the correct email address ([jobs.ph@greenpeace.org](mailto:jobs.ph@greenpeace.org)), addressed to the HR Department, and ensure that your application form arrives before the closing date. Application forms received after the closing date will not be accepted.
4. If you have questions, kindly email [jobs.ph@greenpeace.org](mailto:jobs.ph@greenpeace.org).

Thank you and we look forward to receiving your application letter and completed application form.