



## **JOB DESCRIPTION**

### **Community Outreach Campaigner**

**Job family (Internal):** Community Engagement

**Role (Internal):** Realise

**Level this JD covered (Internal):**

L1 - Community Outreach Campaigner

L2 - Community Outreach Campaigner

L3 - Community Outreach Campaigner

L4 - Community Outreach Campaigner

**Effective from:**

#### **PURPOSE and SCOPE OF THE JOB**

Overall purpose of the job

The overall aim of Greenpeace's community engagement is to help win our campaigns and strengthen our connection with society. This position contributes to those aims by supporting communities in winning specific project aims, providing opportunity for volunteers to participate in Greenpeace activities and helping Greenpeace be visibly active in the world.

Scope

The Community Outreach Campaigner works with project teams to identify, develop and implement strategic opportunities for community engagement activities to advance specific project objectives.

The position is also responsible for systems, processes and activities that develop and maintain an active relationship with willing volunteers that wish to get involved in supporting the mission of Greenpeace. It works with online engagement, fundraising and actions team to provide an integrated supporter journey for Greenpeace financial and non-financial supporter,. and to strengthen the role of people power in making change.

The Community Outreach Campaigner should be aware of external trends in community engagement in their local area, as well as emerging ideas and practises domestically and internationally.



## **RESPONSIBILITIES**

### **Conceptual tasks and Strategy development**

Work with Greenpeace project teams to identify opportunities for volunteers to contribute to campaign and organisational objectives

Work with Greenpeace project teams to identify strategically influential communities and develop strategies that enable them to work toward specific project goals

In conjunction with other teams, ensure opportunities for volunteering are an integrated part of the wider organisation supporter journey

### **Implementation**

Work with project-identified communities to encourage and support their involvement in specific campaigns

Recruit volunteers with the commitment to the objectives and values of Greenpeace

Implement volunteer engagement systems to efficiently manage their engagement in Greenpeace's operations. Maintain, evaluate and where necessary adapt these systems to improve their effectiveness.

Manage volunteer aspects of Greenpeace related activities as required

Maintain an active relationship with volunteers through regular communication and by providing consistent opportunities for involvement

Network with relevant local ngo's and community as required

Experiment with innovative tactics that build support and amplify impact to inspire others.

Monitor/Evaluate the performance of community engagement activities and wider program

### **Support/Coaching/Leadership**

Support communities to develop relevant knowledge or skills that enable their participation in campaigns



Provide coaching/training to volunteers as necessary

Ensure Greenpeace staff recognise how community engagement can be beneficial in achieving campaign and organizational goals

### **Compliance/ Keeping Framework Conditions**

Manage budget designated for managing community outreach programs

Ensure that the community outreach program complies with Greenpeace policies and relevant laws

### **Competency Profile**

1. Take responsibility and initiative 3
2. Coordinate & Implement Plans 3
3. Demonstrate Resilience 3
4. Work with others 3
5. Influence Others 3
6. Build Support 3
7. Build Networks 3
8. Champion for Change 2
9. Critical thinking 2
10. Make decisions 1
11. Resolve Conflict 1
12. Act with Integrity 3

### **Expertise required**

Volunteer recruitment and management

Event logistics

### **Work environment**

The position works in a standard office environment, and is required to travel to other Greenpeace offices, campaign locations or locations where environmental problems require the presence of Greenpeace representatives.



Often works after hours and on weekends to allow for volunteers availability

**Preferred Candidate Profile**

**Compensation Info. (for Job ad)**