



JOB DESCRIPTION

Job Title: Key Influencers/Creative Partnerships Relationship Coordinator

Reports To: Engagement Manager or designate

Job family (Internal): Key Influencers/Creative Partnerships Relationship Coordinator

Role (Internal): Realize

Level this JD covered (Internal):

L1- Key Influencers Relationship Coordinator

L2- Key Influencers Relationship Coordinator

L3- Key Influencers Relationship Coordinator

L4- Key Influencers Relationship Coordinator

Effective from: 1 Dec 2017

PURPOSE and SCOPE OF THE JOB

Overall purpose of the job

The Key Influencers Relationship Coordinator contributes to the overall visibility of Greenpeace by developing and managing strategic relationships between Greenpeace and key influencers including thought leaders, visual artists, musicians, performance artists, content creators, actors, academics, creative agencies and many others.

Scope

The coordinator will develop and execute plans for building relationships with these creative partners and influencers to collaborate with Greenpeace and its campaigns to engage a broader audience in our work. This position is responsible for leading this work in partnership with Fundraising & Engagement team, Communications, and Program to meet organizational and project goals as assigned.

RESPONSIBILITIES

- Develop and drive the implementation of key influencer strategy to raise the profile of Greenpeace, increase revenue and help achieve the organization's campaign objectives.
- Develop annual plans to achieve goals with an emphasis on driving visibility, spurring activism and raising revenue.
- Cultivate and maintain strategic and strong relationships with artists, creative partners, and influencers to create environmental commitment and loyalty towards Greenpeace.
- Contact selected individuals by email and by telephone to discuss attendance to events and securing their participation in various structured networking / social formats.
- Ensure that Influencers have a superior supporter experience throughout the campaign.
- Increase the Influencers community using research methods and relationship building.
- Register Influencers in our database to maintain good records of interactions.
- Represent Greenpeace at events.
- Represent Greenpeace East Asia within Greenpeace's global Key Influencer community.
- Manage the supporter journey for key relationships with high profile individuals
- Contribute to the development process of our campaign's creative output, by helping to write creative briefs, identify appropriate collaborators and facilitate briefings.
- Help to foster an organizational culture of creativity
- Coordinate planning with Head of Engagement, Engagement Manager, Retention and Development Deputy Director, Program Manager, Project Leaders, Communications staff,



- Campaigns, Actions, and with external project agencies and consultants.
- Maintain and update a database of creative contacts.

Work environment

- The post holder 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.

Preferred Candidate Profile

- 3-5 years' previous experience of building relationships and working with VIP's / Influencers.
- Proactive on coordination and influencer marketing planning and execution
- Excellent interpersonal skills and manners.
- Extremely organized, with outstanding time management and the ability to multitask
- Ability to work under pressure and deliver to timescales.
- Hardworking and diligent.
- Strong Internet research skills.
- Proven ability to use initiative when required and to go 'above and beyond' to provide excellent supporter service.
- Native written and spoken Japanese, and working knowledge of English.
- Current ongoing relationship with several influencers is a strong plus.