



## **JOB DESCRIPTION**

**Job family (Internal):** Campaigner

**Role (Internal):** Realize

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

L1 - Campaigner

L2 - Campaigner

L3 - Campaigner

L4 - Campaigner

**Reports To:** Program Manager / Project Manager /

**Effective from: 1 July 2017**

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

The Campaigner is responsible for development and implementation of effective and integrated campaign work to achieve Greenpeace's mission.

The post holder is line managed by the Program Manager or Project Manager, and assumes significant responsibility in the development and execution of campaign projects, either in the role of project leader or works under the leadership of a project leader. The post holder also assists the Program Manager or Project Manager in planning, development and implementation of campaign strategies, plans, and procedures.

The post holder will usually work in a team composed of campaign, communications & multimedia, action, research, analytics and fundraising and engagement staff. Effective decision requires integrated approach and knowledge. The post holder may be assigned to work in projects which involve other Greenpeace offices.

Judgment is exercised in leading and managing a project or an area of a project. Decisions made by the post holder significantly impact the success of the project. Discretion is exercised in handling confidential and sensitive information.

The post holder may exercise line management responsibility if required by the Program Manager or Project Manager.

### **RESPONSIBILITIES**

#### **Conceptual tasks, Strategy development and/or Project management**

- Develop and implement effective and integrated campaign plans, strategies and tactics related to the overall vision, goals and objectives.
- Direct and oversee the development of campaign projects, or assist the project leader in project development.
- Coordinate the planning process in collaboration with other departments, Greenpeace offices and Greenpeace International to have project strategy,

work plan and resource plan approved.

- Provide expertise with respect to specialized campaign areas. Maintain high-level of knowledge on the campaign issues. Analyze new developments in support of campaign vision, goals and objectives. Stay abreast of current and emerging developments relating to the campaign issues.

## **Implementation**

- Actively represent Greenpeace in front of the business, scientific and government sectors, the environmental community at large and the media (traditional and new), to achieve campaign objectives and strengthen the profile and credibility of Greenpeace. Undertake reactive and proactive media work as required. Respond to public inquiries about campaign issues and other matters as need
- Liaise and build relationships with business, government and non-governmental organizations on issues relevant to campaign objectives. Communicate and engage with inter-governmental bodies and government officials as needed. Effectively present information to a variety of audiences.
- Conduct research and investigation in relation to the objectives and plans of campaign projects.
- Travel to other Greenpeace offices, campaign locations, or locations where related campaign issues require the presence of Greenpeace representatives.

## **Support/ Coaching/ Leadership**

- **Lead project teams, or provide appropriate leadership**, to deliver high-quality project outputs in line with the project plan. Monitor team members' performance in completing project tasks. Determine priorities, assign responsibilities and task-manage staff within project work.
- Provide on-job coaching to junior project members to ensure deliverance of project tasks and capacity growth of staff.
- Give feedback to the line managers of project members to enable performance evaluation and inform staff development needs.

## **Compliance/ Keeping Framework Conditions**

- Evaluate project achievements and shortcomings at designated points of evaluation. Complete evaluation reports as required, follow-up on the recommendations and lesson learned accordingly
- Manage contractors as required in compliance with Greenpeace East Asia policies. Manage project budgets and expenditure responsibly.

## **Skill and expertise required**

Proven track records or familiarity in at least one of the following:

- At least one core environmental issues that greenpeace is campaigning for: climate & energy, toxics & pollution, food & agriculture, forest & ocean protection, etc; or
- Familiarity in campaigning and/or non-profit operation, project management etc;



or

- Other proven professional experiences from the public policy, international relation, consulting, research, finance, journalism, marketing sectors etc

Familiarity in the social, political and cultural context of one of the geographical jurisdictions that GPEA operates.

### **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.
- The position may be required to work under pressure and in physically or mentally challenging situations.
- Be on call after hours and on weekends as requested.