



An opportunity has arisen to be part of bringing solutions to environmental injustice as a

**Supporter Engagement Marketing Manager (Direct email and message)**  
**(Sabbatical cover: 1 June - 30 November 2021)**  
**Location (Remote)**

**Location: Africa (South Africa)**

### **About Greenpeace Africa**

Greenpeace Africa is a growing movement of people acting for the protection of the environment. Our campaigns use non-violent, creative confrontation to expose environmental injustices around the world and develop solutions for a green and peaceful future.

### **Role purpose and overview:**

The Direct Marketing Manager will be responsible for the strategy, management and execution of all email marketing and instant messaging for the organisation. The position requires that the email and instant messaging strategy and execution is integrated with both offline and online communication channels. The candidate will be responsible for defining objectives, targets and KPIs for these channels and ensure that their strategy achieves the objectives set out by the broader Greenpeace strategy.

## **KEY ROLES AND RESPONSIBILITIES**

### **Strategy**

- Design direct marketing (Email, WhatsApp or any other direct supporter communication channel) strategies with clear objectives and measurable outcomes.
- Identify opportunities and challenges within the direct marketing ecosystem and incorporate this into planning and strategy.
- Identify target market and define audience personas across multiple regions in Africa.
- Define performance targets and relevant KPIs, and align to overarching organisational objectives.
- Design data strategy in order to streamline marketing automation and optimise customer centricity.
- Set-up internal processes and frameworks to optimise output quality and speed of delivery.
- Scout out innovations, emerging tools, and good practices within GP and externally on direct marketing.

### **Planning and execution**

- Define email journeys and narrative.
- Set-up automation triggers and align to user behaviour and preference.
- Set-up and design lead nurturing journeys, messaging and content.

**Write engaging copy and create valuable content for both Email and Whatsapp**

- Design templates for Email.
- Manage customer database and CRM tools.

**Testing, measurement and reporting**

- Design testing framework and manage analytics and measurement
- Define key metrics, targets and KPIs.
- Report on channel performance and optimisation.
- Report on qualitative data: audience insights and research.

**Training and collaboration**

- Train relevant staff on direct marketing strategy and use of CRM tools.
- Foster thought-leadership within the organisation specifically on direct marketing best practice and innovation.
- Collaborate with broader engagement team to embed multi-channel strategy and implementation.
- Identify direct marketing technology opportunities and pitfalls within the organisation.
- Work with fundraising teams to improve supporter acquisition and retention

**QUALIFICATIONS, SKILLS AND EXPERIENCE**

- Tertiary qualifications in Digital Marketing, Marketing Management, Communications, IT or other relevant fields, or equivalent experience.
- Ability to communicate in English both verbal and written and demonstrate exceptional creativity.
- Competency in written French is an advantage.
- Minimum 3-4 years of work experience in direct marketing, digital marketing, email marketing, or marketing management.
- Online campaigning experience with a non-profit is an advantage.
- Ability to travel <10%

**To apply**

Please send your letter of motivation, résumé, and contact details of three professional references to the email: [Rafrica@greenpeace.org](mailto:Rafrica@greenpeace.org) Subject line: Supporter Engagement Marketing Manager.

Applications close on Sunday 25 April at 23:00 SAST. Greenpeace Africa is an equal opportunity employer.