

Job title : Campaigner
Valid from : 21/06/2021
Job Grade : 4
Reports to : Head of Campaigns and Investigations
Line-manages : NA

OVERALL PURPOSE OF THE JOB

Provide issue and campaign expertise and be directly involved in the development and implementation of campaign plans to change mindsets, shift power and protect the environment.

Assume significant responsibility in the strategic development of campaign projects, contributing with issue expertise and strategic thinking for system mapping, power analysis and tactical interventions.

Work with external stakeholders to further Greenpeace Belgium's campaign goals, this includes liaising and building relationships with politicians, unions, allies, volunteers and activists, government and non-governmental organizations on issues relevant to our overall and campaign objectives.

SCOPE

Work mostly in multidisciplinary project teams composed of campaign, communication, engagement, mobilization and fundraising staff.

Work with external stakeholders to further Greenpeace Belgium's campaign goals, this includes liaising and building relationships with politicians, unions, allies, volunteers and activists, government and non-governmental organizations on issues relevant to our overall and campaign objectives.

It can be required to contribute to Greenpeace International (GPI) or other National or Regional Offices (NRO's) within the field of his/her expertise (spreading expertise, international co-ordination or development of a Fundraising aspect, ...).

As any GPB staff employee, a Campaigner can be asked to participate in and/or to coordinate particular projects. These projects do not necessarily have to fall within one's field of expertise.

MAJOR FUNCTIONS / RESPONSIBILITIES

Conceptual tasks, Strategy Development and/or Project Development

- Contribute to the development and realisation of campaign design processes and strategies.
- Analyze new developments and emerging trends in support of our campaigns. Monitor external political, scientific, communications and technical developments related to the campaign work, and provide briefings to other departments as required.
- Use external disruptive moments as an opportunity to achieve our objectives and goals faster and to reach new audiences.

Implementation

- Present information to a variety of audiences. Act as a representative of GPB to external bodies / the media when required or support our dedicated spokespersons doing so.
- Build a network of contacts with all internal (GPI, other NRO's) and external (authorities, police, legal, industry, press, other non-governmental organizations (NGO's) or pressure groups) parties in the campaign field. For the highest level of contacts the Campaigns and Investigations Unit Head or the Program Director are always involved.
- Build strong working relationships within and outside of the Greenpeace Network in order to spot future opportunities.
- Be the campaign spokesperson to press, authorities, and industry, in agreement with the spokespersons and with involvement of Communications.

Support / Coaching / Leadership

- Support the Audience Insights Campaigner with appropriate (audience) research, and use the obtained information to design campaign strategies.

- Take conscious leadership on integrating cross-cutting social justice issues including but not limited to those resulting from climate impact, poverty and other injustices in our systems.

COMPETENCY PROFILE

Organization competencies

- Professionalism, in particular autonomous.
- Achievement, in particular effective in reaching objectives.
- Interpersonal relationship, in particular e.g. build and manage relationships with colleagues and other NGO's
- Knowledge sharing
- Values diversity, in particular knowledge of and experience with anti oppression work / experience in other social movements against oppression.
- Innovation, in particular ability to create the model for change.

Functional competencies

Technical

- Fluency in written and spoken French or Dutch.
- Fluency in written and spoken second national language (French or Dutch).
- Fluency in written and spoken English.
- Knowledge of and/or experience with divers IT user applications: E-mailing, Excel, Word, Slack, Smartsheet ...
- Knowledge and/or experience in national or international campaigning.
- Understanding of the roles that science, politics, economics, industry, consumers, media, and social change play in campaigning.
- Knowledge and/or experience in research and investigation, both desk-based and field-based.
- Skills in written and verbal communication.
- (Scientific) Knowledge and/or experience in (at least) one of the Greenpeace campaign themes.
- Knowledge and/or experience in lobbying.
- Knowledge and/or experience in effectively dealing with confrontational situations (e.g. political debates, ...).

Method related

- Negotiating skills.
- Public speaking, able to act as spokesperson for his/her campaign.
- Risk assessment: legal, reputation, communication impact.
- Presentation and reporting skills.
- Project management, including ability to effectively adjust plans to rapidly changing circumstances.
- Work under pressure, in physically or mentally challenging situations.
- Time management.
- Attention to details.
- Knowledge and understanding of NGO sector.
- Decision making.

Social / self

- Being a team player.
- Build and manage relationships with all stakeholders (industry, politics, administration, consumers, other NGO's ...).
- Social skills should allow the campaigner to move in many different social circles, and to manage difficult social situations (confrontation).
- Tact and diplomacy.

- Assertive.
- Ability to understand scientific issues necessary for the job.
- Ability to understand political issues necessary for the job.
- Ability to understand legal issues necessary/useful for the job and ability to work out legal strategies to turn confrontational situations to the advantage of the campaign.

Leadership competencies

- Strategic orientation, in particular ability to create the model for change, ability to design effective strategies.
- Managing vision
- Planning and organizing, in particular ability to make optimal use of all available capacities in the organization, including working teams.
- Empowering and developing people, in particular coaching and shared leadership

ATTITUDE

- Identification with Greenpeace goals and supportive of Greenpeace values.
- Autonomous / sense for initiative / work independently.
- Proactiveness.
- Stress resistance.
- Tenacity.
- Flexibility.
- Willingness to learn: building expertise in his campaign field.
- Willingness to teach.
- Collaborative

SPECIFIC WORK ENVIRONMENT

- Based at the Greenpeace Belgium office in Brussels, optional external meetings (also abroad)
- Highly flexible towards working hours.