

Job Title: Digital Campaigner

Unit: Communications

Location: Bengaluru

Reports to: Team Lead- Creative Design

Remuneration: 10,26,900/- per annum

Employment Status: 1 year of employment with a potential opportunity to extend

Last date to receive application – 15th August 2025

Purpose of role

To create engaging, creative, interactive and compelling content for Greenpeace India digital pages, including social media & website, based on a full range of communications on Greenpeace India campaigns, environmental facts, current affairs and events. Write, produce and analyse content on social media and other digital spaces and provide feedback and reports on the impact of the same. To take data driven decisions and the ability to explain the same. To engage on climate and other environmental issues that Greenpeace India works on.

Main Duties

- Develop highly effective, original and targeted creative copies
- Write compelling post for social media
- Ideate communication strategies for digital space
- Calendarise digital posts, write copies and ensure timely execution
- Proactively stay on top of digital trends and internalise it whenever relevant
- Proactively scout for possible social media influencers and network with them
- On ground coverage of Greenpeace India events for social media amplification. Eg: Lives, reels, pictures
- Write & produce scripts for videos when required
- Take data driven decisions and provide rationale for decisions taken on digital front
- Use tools/software to analyse results of engagement
- Deliver creative and engaging content even if the external context is polarized
- Coordinate with the various units within the program department and fulfil multiple campaign needs
- Interact with the relevant team members besides line manager
- Multitask in the space of digital engagement
- Deliver monthly reports on work accomplishment and impact made
- Follow organisational guidelines and value system while writing content

Decisions

- While the digital copywriter is expected to play a proactive role in ideation, planning and execution process of digital content, the final sign off will be made by the communications team.
- Any form of digital communication like social media posts, SMS or statements should be drafted with utmost care to follow organizational guidelines on value, language and stand on issues.

Knowledge & Experience

- At least 3 years professional experience as a creative writer in the digital space
- Excellent command over the English language, knowledge of Hindi and a regional language will be preferred

- Expert writing, editing and proofreading abilities
- Ability to work with challenging & dynamic online content
- Knowledge of online tools to analyse data on social media and take data based decisions. • Strong interest in the world of social media and keep track of new platforms and updates. • Ability to write concise, attention grabbing and hard-hitting copies that puts the message across in a simple yet effective manner
- Proactive and ability to work under pressure and deliver within tight deadlines
- Flexibility around working hours and occasional travel

Organisation Skills

- **Planning and organising:** Proactive in identifying the requirements, organise and calendarise tasks and execute deliverables in a timely, efficient and effective manner.
- **Initiative and innovation:** The digital copywriter should be a highly creative individual who is able to derive inspiration from current affairs, external developments, social media trends and day-to-day experiences to conceptualise relatable and effective content to communicate Greenpeace India campaigns, ideas and environmental issues at large.
- **Working with others:** We are looking for a strong, creative team player who is open to ideas, will derive inspiration from other team member's experiences and eventually conceptualise creatives that reflect the team's work.

To Apply

Do send your letter of interest (350 words or less) along with the latest resume to careers.india@greenpeace.org stating 'Application for the post of Digital Campaigner' in the subject line.

We are a small team and would revert to applicants only after 8 working days from the last date of application. While we would put in our best to revert to each individual, in case you don't hear from us in the 8 working days then it is likely that your application would not have been Shortlisted.

Greenpeace India is dedicated to upholding gender equality and inclusivity and we actively encourage individuals from diverse backgrounds to apply.