

## Job description

<b>Job title:</b> Public Engagement Campaigner (Grade D)	<b>Unit:</b> Public engagement
<b>Reports to:</b> Public engagement Manager	<b>Location:</b> Bangalore
<b>Purpose of role</b>	
<p>To recruit, orient and mentor dedicated volunteers &amp; volunteer leaders for Greenpeace India's Public Engagement activities in assigned cities and to do the same for activists for Greenpeace' creative intervention</p> <p>To build, expand and intensify engagement with citizens' groups and organize them for Greenpeace campaigns in keeping with campaign strategies and objectives</p> <p>To increase awareness in key audiences about Greenpeace values, campaigns and direct actions</p>	
<b>Main duties</b>	
<p><b>Off-line mobilisation campaign design</b></p> <ul style="list-style-type: none"> <li>• Designing, developing and implementing off-line mobilisation plans for agreed offline program – understand the needs of the target audience</li> <li>• Developing a sound understanding of Greenpeace's campaigns, goals and annual plans &amp; projects</li> <li>• Be able to plan, conceptualise and develop the campaign logic for non-violent creative interventions.</li> <li>• Show an understanding of, and exposure to, the roles that science, politics, economics, industry, media and social change play and their strategic implications on campaigning.</li> <li>• Plan, manage and coordinate activities of a campaign with a team to deliver the objectives of the campaign</li> <li>• Design public engagement activities to promote the organisation, generate leads &amp; sign-ups</li> </ul> <p><b>Volunteer recruitment, training, communication &amp; development:</b></p> <ul style="list-style-type: none"> <li>• Developing &amp; implementing a recruitment &amp; development plan to recruit volunteers and volunteer leaders to run Greenpeace campaigns</li> <li>• Starting and sustaining local groups around the base PE cities.</li> <li>• Enabling volunteers to organise events, to recruit and induct new volunteers, and to develop their skills and initiative in coordinating others</li> <li>• Ensuring the availability of activist toolkits, training materials and other online to off-line communications in collaboration with digital engagement campaigners</li> <li>• Design induction and skill-building/sharing modules &amp; training calendar for volunteers/activists</li> <li>• Identify volunteers best suited for participating in Actions</li> <li>• Ensure all the training needs for Activists is regularly identified and delivered including Basic Actions training.</li> <li>• Creating and implementing a periodic calendar of local campaign activities to keep volunteers interested and motivated in supporting Greenpeace campaigns</li> <li>• Developing, testing, and possibly implementing a reward &amp; recognition program for volunteers</li> </ul>	

- Ensuring regular and up to date communication with volunteer groups on Greenpeace campaigns & projects, using Greenwire platform
- Overseeing the maintenance of the database of volunteers and activists across the country.
- Provide trained activists for an action as and when needed.

### **Networking**

- Networking with relevant student groups, civil society groups, clubs & associations, & other groups and secure their support for Greenpeace campaigns
- Identify, build, and sustain high-value, long-term relationships with external partners, community leaders, NGOs, and activists.

### **Local media interface**

- Support the media team in engaging with local media contacts initiated by the media team
- With support from the media team, generate local media coverage (monthly) about local campaigns and local issues, in the name of local Greenpeace.
- With support from the media team generate local media coverage about national campaigns as determined by the manager/project leader

### **Digital interface**

- Provide regular content for the get involved page on Greenpeace website for each active city, with contact details and ways to get involved, increasing web traffic and search engine optimisation.
- Organise and regularly (weekly) generate content for city based Facebook pages, and other social media accounts, increasing Greenpeace India's wider reach.
- Ensure the content is regularly (weekly) updated on Greenpeace India Website.
- Expand the Greenpeace cyber Volunteers network, and manage content and relationship with cyber volunteers

Collaborate with project teams to produce appropriate, innovative and original content for online audiences and/or digital delivery using your understanding of issue framing, storytelling and platform optimisation.

Where required, this includes overseeing the briefing and production of digital content, such as video, images for social media and interactive content, through collaboration with GP India's communication team

### **Decisions**

Has authority to:

- Recruit, induct and supervise volunteers and interns for PE, referring to PE manager on disciplinary matters
- Design training material
- Design and implement city specific volunteer activities when there is no campaign/project work for them
- Selection of volunteers for specific activities
- Creation of communication collaterals for local activities

**Guidelines:** The job holder will have to follow any organisation policies & procedures for volunteer engagement.

**Risks:** any adverse events when working with volunteers or civil society groups could affect the reputation of the organisation

## Contacts

Internal – members from all units in Program in projects and street fundraising teams – to discuss and get buy-in for plans, exchange information, collaborate

External – Volunteers – training and guiding them on GP campaigns and activities

- Reps and members of various groups, members of the media (on campus, community networks, national/regional media houses) to provide information on Greenpeace campaigns & persuade them to support our activities

## Resources

- People: line management responsibility of volunteers and PE interns
- Financial: delegated budget to conduct volunteer activities
- Premises and Materials: responsibility for efficient use and safe-keeping of office space and equipment including collaterals such as posters, badges, T-shirts, brochures, etc

## Knowledge and experience

### Knowledge:

- Basic knowledge of the most relevant environmental issues in the city/region
- Good working knowledge of at least 2 languages – English, and Kannada
- Knowledge of the use of theatre and art as mobilisation tools (preferable)
- Knowledge of modern campaigning tools and techniques, and how and why to build people-power

### Skills & Experience:

- 3 -5 years work experience leading and managing a group of at least 5-7 people either as a manager or a volunteer leader
- Experience in training people either on skills or content
- Experience in initiating contact with and maintaining contacts with groups/associations
- Experience in using a variety of communication & engagement tools to motivate people
- Adept at using web databases and Excel.
- Familiarity with MySpace, Facebook, blogs, discussion boards, list-servs, SMS, and web tools for grassroots organizing.

## Organisation Skills

**Planning and organising:** Plans and organises own task as well as the tasks of volunteers, this includes developing a calendar of activities

**Analysis:** Needs to evaluate efficacy of volunteer activities, training modules.

**Initiative and innovation:**

Create innovative volunteer engagement plans & activities

Investigate and utilise local opportunities to raise aware of Greenpeace campaigns & engage volunteers

Suggest ways to improve internal processes

**Environmental demands**

The candidate might be required to travel frequently and in some cases stay in places other than their base city.

The candidate might have to work under very basic conditions in some places of travel.

**Other essential requirements**

Commitment to NVDA, as tool to effect change and achieving agreed campaign objectives.