



## **RECRUITMENT PACK**

Greenpeace, one of the world's most respected and dynamic organizations, is an international non-profit global campaigning organization that acts to ensure the ability of our Earth to nurture life in all its diversity. At the heart of Greenpeace's campaigns is the tradition of non-violent direct actions against environmental abuses and destruction.

**Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action.**

Greenpeace, an international environmental non-government organization, is comprised of 27 independent national and regional offices across the world covering operations in more than 55 countries. To maintain our independence, Greenpeace does not accept donations from governments or corporations but relies on contributions from individual supporters and foundation grants.

For over 40 years, Greenpeace has been successful in our campaigns to reverse environmental degradation by bearing witness to environmental destruction and exposing and confronting environmental abuses. Greenpeace campaigns have been vital in informing government policies on the environment and effecting changes in business practices, which lead to various environmental problems.

### **Greenpeace in Southeast Asia**

Greenpeace opened the first office in Southeast Asia in 2000. Since then we have led successful campaigns throughout the region, securing fresher air, cleaner water and a healthier environment through changing industry practices and government policies. Greenpeace actively campaigns across the region on pressing environmental issues concerning our climate, forests, oceans, food, plastic, liveable cities, as well as social justice.

Greenpeace has four offices in Southeast Asia (GPSEA)—in Indonesia, Malaysia, the Philippines, and Thailand, with each office is composed of Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, and Operations Support (Human Resources, Finance & Administration, Information Technology, Security). Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the Direct Dialogue Fundraisers.

## **THE POST: COMMUNICATIONS CAMPAIGNER**

### **Position Summary**

The Communications Campaigner, which reports to the Communications and Digital Manager, co-leads the development and implementation and evaluation of integrated Communications Strategies in projects, ensuring audience centric, innovative and creative media outreach and online engagement across various platforms for Greenpeace's campaigns and organizational priorities.

The Communications Campaigner is responsible for developing communication plans that align with country strategies and narratives, producing, and implementing media and digital campaigns that help achieve campaign objectives and recruit and continue to engage people in our work.

The role includes developing Communications Strategies and Plans for projects that align to country strategies; managing agreed messaging for key audiences; writing, editing and disseminating effective communication materials consistent with internal identity guidelines; networking with Greenpeace supporters, online communities and staff; researching and implementing digital services for campaigning; and managing projects for multimedia content and engagement tools.

### **Duties and Responsibilities:**

- **COMMUNICATION STRATEGIES**  
Lead the development and implementation of audience centric, integrated communications strategies including framing and narrative design for campaign projects as per GPSEA standards, working closely within the unit and in project teams.
- **ANALYSIS**  
Using the tools provided, collaborate with unit and project teams to provide analysis of issue conversations, media and digital trends, as well as breaking news moments relevant to our narrative, audiences, and targets, identifying potential campaign opportunities and proposing framing aligned with audience and campaign strategy.
- **CREATING MATERIALS**  
Working closely with the project team, conceptualize, write, edit and distribute effective communications materials such as (but not limited to) press releases, external and internal QAs, talking points, briefing papers, brochures, reports, and other campaign and organizational materials; this includes production of multimedia documentation, and social media and other digital content, in collaboration with unit and project teams, and the multimedia producer.
- Collaborate with country program and project teams to analyze dominant and emerging narratives, external trends, and internal experiences on ongoing societal conversations in order to inform campaign and project design
- **PUBLIC RELATIONS**  
Develop and maintain strong relationships with print, broadcast and online journalists, editors and other news decision-makers via media visits, informal briefings, media forums, information provision, etc. in order to encourage them to view Greenpeace as a credible provider of environmental news and commentary.

Together with the unit and project teams, Identify and secure contacts with relevant influencers, creators and producers for collaboration and in line with campaign and audience-centered objectives.

Develop, maintain and continuously update a database of media contacts in print, radio, TV, web news, and other media outlets, both at the national and provincial levels.

Collaborate and align with country, program and project teams to plan and execute both proactive and reactive media relations, including media events and responses to media inquiries as required.

- **ANALYSIS:**  
Using the tools provided, collaborate with Digital Campaigner to provide analysis of societal conversations, media results and trends as well as breaking news moments relevant to our audience and project targets, identifying potential campaign opportunities and proposing framing aligned with audience strategy.
- **FREELANCERS AND SUPPLIERS:** Acquire, brief and manage production and evaluate delivery. Build a network of trusted contractors and suppliers.
- **DELIVERY**  
Set timelines and deliver strategic communications plans and content for multiple projects simultaneously
- **QUALITY**  
Show a deep understanding of GPSEA's identity, editorial and legal standards, ensuring adherence to, and advocating, best practice and innovation in your approaches and production work.
- **MONITORING AND EVALUATION**  
Identify KPIs and metrics, ensuring they align and contribute to the country's integrated supporter journey and campaign objectives. Contribute to monthly and quarterly communications and program performance / KPI reports.

### **Requirements:**

- Bachelor's degree in communications, journalism or related course
- At least 5 years' experience in media/communications work and/or journalism
- Adept in media relations
- Experience in managing projects/working in a team
- Strong skills in written and spoken English
- Digital storytelling and writing experience across platforms
- Extensive contacts in the country media
- Experience in managing media and public relations
- Experience in the media advocacy needs of a campaigning organization/environmental organization
- Knowledge and/or experience in developing and managing the implementation of campaign communications strategies
- Knowledge in proofreading and editing

### **THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST**

#### **WORKING HOURS**

Normal hours of work for full time Employee will be forty (40) per week or (5) days in a week, at 8 hours per day excluding an hour lunch break. This will be from Monday to Friday, between the hours of 8:30 am to 5:30 pm. Ordinary hours of work may be varied as agreed between staff and the line managers.

#### **LEAVE**

A permanent employee will be entitled to the following leaves:

Annual Leave: 20 days

Parental Leave: As per labor laws and Greenpeace policy

Compassionate leave: maximum of 5 days for the death of significant others

## **SALARY**

In determining salary offer for this position, Greenpeace applies its Salary Grading Process, taking into consideration the job description and applicant's previous experience, and the organization's salary grade.

## **INSURANCE**

Greenpeace provides health insurance and travel insurance to its employees.

## **LEARNING AND DEVELOPMENT**

Greenpeace is committed to providing its employees with learning and development opportunities to be able to perform its functions more effectively. Through its mentoring process and annual Performance Management System, staff's development objectives are identified and prioritized.

## **EQUAL EMPLOYMENT OPPORTUNITY**

Greenpeace is committed to the principle of Equal Employment Opportunity for all employees, regardless of sex, marital status, nationality, religion, age, sexual orientation and any other characteristics unrelated to the performance of the job. Selection will be in accordance with objective, job related criteria and the appointment will be on the basis of applicant's merits and abilities.

## **HR POLICIES AND PROCEDURE**

Greenpeace management and staff are given guidance on the implications of the equal opportunities policy. Policies and procedures are reviewed to review and adapt current practices to promote equality of opportunity. Other organizational policies and procedures will be fully discussed to the successful applicant.

## **APPLICATION GUIDELINES**

Interested candidates are invited to (1) write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace, (2) fill out the attached Application form and email to [jobs.id@greenpeace.org](mailto:jobs.id@greenpeace.org)

**Deadline for Applications: 29 April 2022**

As we receive a large number of applicants for our advertised vacancies, we are unable to respond to those applicants who have not been shortlisted and we apologize for this in advance. If you do not hear from us within two weeks of the closing date, please assume that you have not been shortlisted.

## **GUIDANCE IN COMPLETING YOUR APPLICATION FORM**

1. Read the recruitment pack carefully before completing your application form. The recruitment pack contains information about Greenpeace, about the job you are applying for, and brief information on employment conditions.
2. Write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace and complete all items in the application

form. Remember that this will be our basis for shortlisting candidates. **Curriculum Vitae (CVs) will not be accepted.**

3. Make sure you email the form to the correct email address ([jobs.ph@greenpeace.org](mailto:jobs.ph@greenpeace.org)), addressed to the HR Department, and ensure that your application form arrives before the closing date. Application forms received after the closing date will not be accepted.
4. If you have questions, kindly email [jobs.id@greenpeace.org](mailto:jobs.id@greenpeace.org)

Thank you and we look forward to receiving your application letter and completed application form.