

## **GREENPEACE Japan JOB DESCRIPTION**

**Job title** : **Campaigner**  
Valid from : 07/06/2018  
Job Grade : Officer  
Reports to : Programme Director or Project Leader  
Line-manages : Not applicable

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### **OVERALL PURPOSE OF THE JOB**

A Greenpeace Campaigner is required to design, develop and implement Greenpeace Japan's campaigns to successfully achieve campaign objectives, in line with national, regional and global campaign strategies, in order to inspire and raise public awareness and understanding of environmental issues within target audiences.

### **SCOPE**

Participate in the planning of campaign project work, as a member of the Greenpeace Japan campaign team and the wider, global campaign team, as required.

Participate in and contribute to the proposals and assessments of the annual Campaign Program, and work within the Programme framework.

Implement the agreed campaign strategies as a professional manner in order to achieve the campaign objectives.

Act as a representative of Greenpeace to external bodies/the media as appropriate ensuring consistent messaging and positioning of the organization at all times.

### **MAJOR FUNCTIONS / RESPONSIBILITIES**

#### **Conceptual tasks, Strategy Development and/or Project Development**

- Carry out research to identify key campaign goals, target audiences and methods for creative and effective campaigning in Japan.

- Undertake appropriate research, in cooperation with the Greenpeace International and National Regional Offices (NRO,) if appropriate, and utilize the information effectively in pursuit of campaign objectives.

### **Implementation**

- Implement specific elements of the campaign project work which will include some or all of the following techniques: peaceful protests and events organising, public communication and engagement activities, media work, political and corporate work and the use of legal and scientific approaches to issues, in order to achieve campaign objectives.
- Work collaboratively with GPJ colleagues, in order to maximize team potential to respond to challenges and explore new ideas and initiatives.
- Participate and contribute to the evaluation of project work upon completion.
- Undertake any other duties, appropriate to the post, as delegated by the Programme Director and/or Project Leader.

### **Support / Coaching / Leadership**

- Supervise external consultants, volunteers and/or staff from other parts of Greenpeace as required according to the needs of a specific project or campaign.

### **Compliance / Keeping Framework Conditions**

- Take responsibility for development, expenditure and monitoring of specific campaign project budgets as delegated by the Programme Director and/or Project Leader.

## **COMPETENCY PROFILE**

### **Organization competencies**

- Professionalism, in particular delivering high-quality products in all aspects of the work.
- Achievement, in particular towards measurable objectives both individually and for the team.
- Interpersonal relationship, in particular building constructive and long-term relationships with all parties involved in the job.
- Knowledge sharing, in particular towards other team members who need to be in the loop of activities being carried out.

- Values diversity, in particular through having experience with and commitment to cultural diversity.
- Innovation, in particular considering the 'cutting edge' core value of Greenpeace

## **Functional competencies**

### **Technical**

- Native Japanese speaker
- Fluency in written and spoken English
- Knowledge and/or experience in national and/or international campaigning (including corporate campaigning)
- Understanding of the roles that science, politics, economics, industry, consumers, media, and social change play in campaigning
- Scientific knowledge and/or experience in at least one of the Greenpeace campaign themes
- Knowledge and/or experience in effectively dealing with confrontational situations (e.g. political debates, ...)
- Knowledge and/or experience in research and investigation, both desk-based and field-based
- Skills in written and verbal communication
- Knowledge and/or experience in lobbying
- Knowledge and/or experience in budget management
- Knowledge and/or experience in business administration, including contractual skills to organize subcontractors
- Knowledge and/or experience in Crisis management
- Knowledge and/or experience in activism
- Knowledge and/or experience in facilitation

### **Method related**

- Negotiating skills
- Public speaking, able to act as a 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
- Budgeting (preparing, presenting, monitoring)

### **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 staff member to move in many different social circles, and to manage difficult social situations (confrontation)
- Intellectual ability to understand scientific issues necessary for the job
- Intellectual ability to understand political issues necessary for the job
- Intellectual 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**

- Planning and organizing
- Empowering and developing people
- Strategic orientation and managing vision

### **ATTITUDE**

- Identification with Greenpeace goals and supportive of Greenpeace values
- Autonomous / able to take initiative / work independently
- Proactiveness
- Stress resistant
- Tenacity
- Flexibility
- Willingness to learn, building expertise in his/her campaign field
- Willingness to teach

## **SPECIFIC WORK ENVIRONMENT**

- Based at the Greenpeace Japan office in Tokyo
- Travel required on semi-regular basis, at least once per year to an overseas location
- Highly flexible towards working hours