

JOB DESCRIPTION

Job family (Internal): Digital Engagement Manager

Reports To: Head of Engagement or designate

Effective from: 1st November 2021

PURPOSE and SCOPE OF THE JOB

Overall purpose of the job

Greenpeace Japan's Digital Engagement Manager is responsible for developing and implementing the overall (digital) engagement strategy for Greenpeace in the region (Japan), and also to take leadership in devising digital engagement plans for the various campaign and fundraising projects, and to create innovative engagement opportunities for supporters' participation. Together with other members of Greenpeace Japan and East Asia's Engagement team and relevant editorial members, the Digital Engagement Manager will manage the day-to-day operation of various digital channels and ensure the prompt delivery of engaging content to our potential and existing supporters in the region.

The role is also responsible for establishing an overall strategy to enhance the organisation's understanding of its existing and potential audiences in the region, and to make sure key projects in both places are designed in an audience-centric way, which ultimately would drive the engagement level, further and deepen the (financial & non-financial) support and actions taken by potential and existing supporters of Greenpeace, and contributing to campaign and fundraising successes.

The Manager will manage a team of digital specialists in Japan, who work together to implement the agreed digital engagement strategy; the Manager will also work closely with the team to develop an overall audience understanding and/or branding strategy for the region. The Manager will also work to create metrics and KPIs for measuring successes and performance of (potential & existing) supporter engagement.

The position requires the candidate to have a solid understanding of digital marketing and communication tools, the ability to develop and manage creative digital content and innovative engagement tactics, as well as alignment with the organisation's core values and mission to protect the environment.

Scope

This role primarily covers the management of the day-to-day digital engagement work at Greenpeace Japan, based on the agreed local framework and engagement strategy; the

development of strategic engagement plan for projects; the management and sign-off on content on digital channels and the overall branding strategy for the organization. The majority of work is oriented towards acquiring new supporters, and deepening existing supporters engagement level in the region. The role requires excellent coordination and interpersonal communication skills and is expected to liaise with multiple stakeholders in the organization, and management of team members on a day-to-day basis.

RESPONSIBILITIES

Conceptual tasks, Strategy development and/or Project management

- Develop (digital) engagement strategies via multiple and diversified channels to drive online engagement, retention, mobilization and conversion of Greenpeace supporters, as well as the brand recognition of Greenpeace in Japan;
- Drive improvement and innovative solutions to broadening & deepening supporter's engagement;
- Advise (and develop corresponding plans for) Greenpeace projects from an engagement perspective that would ensure audience-centric campaign design which mobilizes people power to bring changes;
- Develop and deliver a data-driven strategy that would increase the organization's understanding and knowledge in our supporters' demography and interests, and provide a corresponding recommendation to improve the content and online presence;
- Develop ways to effectively and regularly monitor the organization's brand recognition level in Japan;
- Create qualitative and quantitative key performance indicators and metrics for digital engagement;
- Oversee a broad range of digital engagement systems and tools that fulfil the organisation's ambition in engaging its supporters and make recommendation for enhancement where appropriate;
- Map out and monitor local digital marketing trends in Japan, and recommend suitable initiatives that would benefit Greenpeace Japan's digital engagement efforts;
- Encourage a culture of testing and create the right space and time for fostering creativity and innovation.

Implementation

- Support digital fundraising in the region by promoting the organization's online visibility, ensuring regular optimization of digital products, fast feedback cycle from the audience, and content for digital fundraising initiatives, etc.;

- Manage multiple channel engagement (including keyword campaign, SEO, social media, messenger, website, email, etc.) and be innovative with new engagement channels (online & offline) to maximize supporters engagement;
- Lead brand-enhancement project and ensure disciplined communications and brand image across channels;
- Manage the creation of professional, engaging and creative content for digital channels to communicate Greenpeace's mission, vision and campaigns;
- Identify external opportunities in the region which can be turned into engaging campaign and content;
- Identify gaps in existing digital operation and workflow in the region, and propose the solutions to improve work efficiency;
- Quality control & gate-keeping on digital output to ensure its alignment with organization's values, overall branding strategy, and audience understanding;
- Expand network with external digital agency, vendor and expertise in the region and find collaboration opportunities;
- Monitor project and channel performance in the region and suggest new ideas and improvements on user engagement;
- Ensure regular and timely reporting back on engagement progress in the region both within the Greenpeace Japan offices and to the international offices.

Support/Coaching/Leadership

- Manage and coach other team members to become digital professionals;
- Foster a culture of creativity, smart risk-taking and collaboration;
- Work collaboratively with multiple stakeholders in different departments and teams and take leadership in the development and implementation of engagement strategy & plan;
- Share knowledge and lessons learnt across offices and teams to build best practices for digital engagement across Greenpeace Japan;
- Contribute to the global engagement community in Greenpeace where appropriate.

Skill and expertise required

Japanese and English : Business level

Preferred Candidate Profile

- At least 5 years of experience in digital marketing, communications, advertising agency, advocacy NGO or multimedia production
- Hands-on experience in Facebook, Instagram, Line and messenger marketing
- Practical knowledge in Google Analytics, SEO and web content marketing



- Practical knowledge in content management system, e.g. WordPress is a plus
- Creative-minded with good editorial judgement
- Proficient in photo and video editing software
- Interest and passion in local and global environmental issues
- Management experience essential
- Fluent written and spoken English and one of the local languages
- Ability to work independently with minimal supervision, while also functioning and contributing as part of a team
- Proactive, energetic personality; inquiring, investigative and innovative mind
- Data-driven mindset
- Experience and ability working in a culturally-diverse environment is a plus