



SOUTHEAST ASIA

RECRUITMENT PACK AND JOB DESCRIPTION

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 Southeast Asia (GPSEA) offers you a variety of challenging opportunities to grow professionally. Collaborating with talented and passionate professionals, you will address the planet's most pressing ecological issues and mobilize citizens, corporations, and governments to change.

Greenpeace Southeast Asia (GPSEA) employs nearly 200 staff, all dedicated to meeting the professional standards expected of the world's leading campaigning organization for the environment. From our offices in Kuala Lumpur, Bangkok, Jakarta, and Manila we lead globally important campaigns within a national and regional context. We are financially supported by tens of thousands of people across the region. To remain independent, we have a policy of not accepting funding from companies and governments and therefore only accept donations from individuals and private foundations.

THE POST: ENVIRONMENTAL CAMPAIGNER

Position Summary

Join us as an Environmental Campaigner and become a pivotal part of our dynamic team based in Kuala Lumpur, with potential activities extending throughout the region as needed. This role is not just about leading campaigns; it's about building a movement. You will spearhead initiatives that are deeply connected to the community's values, aiming to transform public involvement with environmental challenges into visible, impactful actions.

As an Environmental Campaigner, you will represent Greenpeace as a spokesperson and face of our campaigns as playing a crucial role in enhancing the relevance, trust, and recognition of our organisation in Malaysia.

You will be based in our Kuala Lumpur office, with occasional opportunities to work in other countries within the region as required. You will be expected to move between research projects, issues and campaigns as needed. Your efforts will directly contribute to a broader understanding of the relevance and importance of environmental issues to everyday Malaysians, creating real impact on the ground and at systemic level that paves the way for a healthier planet.

This position demands an individual who is passionate about learning and growth. We offer extensive opportunities for professional development within our global organisation, encouraging our team members to evolve continuously and contribute effectively. By joining us, you will not only accelerate your career but also amplify our collective impact on global environmental advocacy.

Duties and Responsibilities:

1. Purpose

Conceptual

- Drive the development and execution of campaign strategies that are deeply rooted in audience research and engagement principles. Focus on crafting campaigns that resonate with the community's values, encouraging them to experience and recognize the impact of their activism through tangible successes.

- Reporting to the Campaign Team Leader (Malaysia), you will help design and implement Greenpeace Malaysia's environmental campaigns strategies. Your role will focus on educating and mobilising our audiences and stakeholders in Malaysia and where required, throughout the region, on environmental issues, while advancing Greenpeace's goals.
- Integrate national, regional and international objectives into strategies, activities, timelines, and budgets.

Applied

- Lead the campaign discussion, planning, budgeting and implementation of your assigned campaign strategies, manage budgets, external contractors with oversight of event planning, media and communication strategies within Greenpeace Malaysia office, Greenpeace Southeast Asia and with other Greenpeace offices and with Greenpeace International (GPI). This will include both written and verbal communications as well as attendance at specific meetings.
- Maintain a working knowledge of the relevant technical information related to climate, forest, clean air, environmental governance related issues in Malaysia and beyond and be able to present the information to a variety of audiences within and outside Malaysia
- Collaborate with the team in developing compelling narratives and interventions that connect with and mobilise diverse stakeholders by aligning with their intrinsic motivations and demonstrating real-world outcomes.

2. Engagement

Internal

- Participate in regular progress reviews and evaluations of the campaign-related projects and activities, to refine and enhance the reach and effectiveness of campaigns. Use insights from ongoing audience research to adapt strategies for both online, offline engagement with Greenpeace supporters including volunteers and donors.

- Coordinate information flow within the Greenpeace Malaysia team, and with relevant Greenpeace International units and other Greenpeace offices.
- Work with Public Engagement Team to organise and oversee the work of campaign volunteers, interns and external contractors.

External

- Act as Greenpeace representative/ spokesperson/face for the campaign, represent Greenpeace and the campaign on social media, at relevant national and regional public events, activist meetings/groups, and gatherings of political decision makers, local citizens and other affected communities. Build relevance, recognition and trust for the organisation.
- Maintain a working knowledge of mindset, sciences, political, legislative, regulatory and economic frameworks relevant to the campaign.
- Engage in critical national and regional political and other fora relevant to the campaigns you are responsible for.
- Build alliances and/or support relationships with relevant affected groups, grassroots organisations, academic and professional groups, labour, NGOs, and etc to grow the movement and amplify the campaign's message and successes.
- Develop pro-active relationships with relevant media to increase campaign outreach as spokesperson.
- Work with the communication team in preparing media, offline and online materials relevant to the campaign, including national press releases, op-eds, QAs, social media posting, briefing papers, reports, blogs, etc, and provide assistance in the formulation of regional and international materials when necessary, and assist in planning communications strategies for the campaign.
- Direct, organise and participate in non-violent direct actions to support and advance campaign goals.

3. Delivery

Timeliness

- Keep the line manager informed of progress and activities in the campaign and recommend changes in tactics, or strategies if necessary.
- Respond in a timely manner to and engage in internal as well as pressing external regional challenges as determined by the programme team through the Senior Programme Manager beyond his/her normal issue/campaign area as circumstances do require.

Quality

- Maintain a working knowledge of political, legislature, regulatory and economic frameworks relevant to the campaign.
- Perform other job-related duties as requested or assigned by the Senior Programme Manager.

Requirements

Education:

- Bachelor's degree or equivalent experience.
- Preferred fields: Law, Biological Sciences, Forestry, Social Sciences, Development Studies, Communications, or related areas.

Work Experience:

- At least 3 years of experience in community and/or urban campaigns.
- Experience in clean air, forest, environmental, and social issues is an advantage.

Competencies

Professionalism:

- Proven experience in project management, open campaigning, mass mobilisation, public speaking, and activist training.
- Ability to lead projects from conception to completion.

Strategic Thinking:

- Ability to develop approaches that address organisational objectives while integrating diversity and cultural awareness.

Teamwork & Communication:

- Strong collaboration skills and ability to present ideas clearly to diverse, multicultural audiences.

Innovation & Change:

- Capacity to develop innovative strategies to create impact, embrace change and cultural diversity.

Functional Skills

- Understanding of environmental and social impacts of climate change.
- Knowledge of project management tools, risk assessment, budgeting, and monitoring.
- Experience in advocacy, political engagement and lobbying, field research, and developing campaign strategies.
- Skilled in building partnerships and outreach networks.
- Media spokesperson experience is a plus.
- Commitment to non-violent direct action is a must.
- Ability to work effectively independently and within teams.

Preferred Skills:

- Proficiency in Bahasa Malaysia and English; other local languages are a plus.
- Experience in climate change, forest conservation, clean air, pollution, and related legislation.
- Strong public speaking and strategic planning skills.

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

Sick Leave: 30 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 Southeast Asia is an equal opportunity employer with a longstanding commitment to providing a work environment that respects the dignity and worth of each individual. We recognise and value the benefits and strengths that diversity brings to our employees and the whole organization and we thrive in an environment that encourages respect and trust. We do not discriminate in employment opportunities or practices on the basis of age, ancestry, citizenship, colour, disability, ethnicity, family or marital status, gender, gender identity or expression, national origin, political affiliation, race, religion, sexual orientation, veteran status, or any other legally protected characteristic. Selection will be in accordance with objective, job-related criteria and the appointment will be on the basis of the 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 Motivational, 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 jobsmy@greenpeace.org

Deadline for Applications: 13 March 2025

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 a Letter of Motivation**, 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) are accepted.**
3. Make sure you email the form to the correct email address (jobsmy@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 jobsmy@greenpeace.org

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