



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: DIGITAL CAMPAIGNER

Position Summary

The Digital Campaigner, who reports to the Comms and Digital Campaigner Team Lead, will undertake the development, hands-on implementation, and evaluation of innovative digital strategies within Integrated Engagement Strategies. The role ensures audience centric, innovative and creative online communications, outreach and engagement across various platforms for Greenpeace's campaigns and organisational priorities.

The role includes collaborating with regional, country, fundraising (FR), programme (PR) and project teams to analyse learnings from audience insights, external trends, and internal experiences on digital storytelling and utilise industry standard engagement and marketing tools and innovative approaches in order to inform campaign and project design, towards the goal of achieving campaign impact, broadening our reach to target audiences and deepening their engagement over time.

Digital Campaigners collaborate in developing and implementing country level supporter journeys, working with the Programme and Fundraising teams, and in particular, with the Public Engagement Campaigners, in order to help grow and maintain our supporter communities, key to the success of organisational and project engagement strategies and plans.

Duties and Responsibilities:

1. Purpose

Conceptual

- Digital Strategies

Lead the development and implementation of audience centric digital strategies within integrated project communications strategies, working closely with the project teams, particularly with issue campaigners, public engagement campaigners, and digital fundraising specialists to translate campaign objectives into digital engagement opportunities. Identify strategy Key Performance Indexes (KPI) and metrics, ensuring they align and contribute to the country's integrated supporter journey and campaign objectives.

- Channel Development

Digital Campaigners will be required to have oversight on several social media channels and digital platforms. Provide ongoing channel analysis and identify strategic direction for optimisation, testing and increasing engagement according to the country strategy.

Applied

- Content Creation

Collaborate with project teams to ideate and 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 developing and overseeing the briefing, as well as hands-on production of digital content, such as video, animation, images for social media and interactive content, either through collaboration with the Programme team, Fundraising team, Greenpeace Southeast Asia's (GPSEA) regional creative unit or external partners.

- **Digital Marketing**

Using available tools, including organic and paid digital marketing techniques, identify, propose, and implement appropriate approaches and platform optimisation/SEO strategies to deliver greatest impact for campaigns while adhering to GPSEA protocols and the organisation's identity/editorial standards.

2. Engagement

Internal

- **Development**

Identify evidence and research-based opportunities to develop, test, and implement innovative new tools and techniques for online communications and campaigning to engage audiences and increase our impact, within and across projects.

- **Setting Goals**

Align with the project team and Comms and Digital Campaigner Team Lead, as well as the Public Engagement, Fundraising, and Actions Teams on strategic direction and goals as well as setting KPIs.

External

- **Supporter Journey**

With guidance from the Comms and Digital Campaigner Team Lead, and regional Supporter Journey team, implement strategies for acquiring new supporters, at the same time deepening engagement and building agency with our core audience in alignment with the country journey.

- **Community Building**

Work closely with Public Engagement Campaigners to help them develop and deliver integrated online-offline community building and deepening strategies.

- **Key Influencer (KI) / Creative Partnership Strategy**

Work closely with Public Engagement Campaigners and/or KI coordinator to identify and initiate contact relevant key influencers, creators, and producers for collaboration, inline with campaign and audience-centred objectives and ensure an integrated KI strategy and a supporter journey are in place.

- **Freelancers And Suppliers**

Acquire, brief, and manage production and evaluate delivery. Build a network of trusted contractors and suppliers.

3. Delivery

Timeliness

- Delivery

Set timelines and deliver strategic digital plans and content for multiple projects simultaneously, as required. Identify and assess any issues or broken moments in the digital engagement journey using campaign indicators, insights, testing and social listening to optimise and deliver the right message, at the right time, on the right platform to the right audiences for maximum impact.

- Budgets

Budget and monitor expenditures related to the function digital campaigner and for digital engagement within project teams.

Quality

- Monitoring And Evaluation

Deliver compliance and quality standards on both GPSEA's owned and non-owned digital channels. Contribute to monthly and quarterly digital performance / KPI reports. 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.

Skills and Experience Required:

- Strong skills in written and spoken Bahasa Melayu and English
- Digital storytelling and writing expertise and experience across platforms
- Knowledge and/or experience in digital content production and marketing including SEO, email marketing, channel strategies and working with audience journeys and segmentation.
- Knowledge and/or experience in social media analytics
- Experience in testing and optimisation strategies
- Knowledge and/or experience in the digital advocacy needs of a campaigning organisation / environmental organisation
- Knowledge and/or experience in developing and managing the implementation of campaign communications strategies
- Experience and confidence in working with digital tools including analytics applications and content management systems.
- Expertise in proofreading and editing
- Creative and has eye for detail
- Strategic thinker
- Mature, hardworking, confident, enthusiastic, proactive, and team player
- Willing to travel and work outside of official business hours as required
- Adept at working with people of different cultures
- Ability to work effectively in a team but also to work independently and unsupervised.
- This position is open to Malaysian applicants only.

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 the 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 a Letter of Motivation, explaining why you are qualified for the position and why you want to work for Greenpeace, (2) fill out the attached Application form via [GPSEA BambooHR](#).

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 via [GPSEA BambooHR](#). 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. If you have questions, kindly email jobsmy@greenpeace.org

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