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: REGIONAL INSIGHTS COORDINATOR**

**Position Summary**

The Regional Insights Coordinator, reporting to the Regional Insights Manager, is responsible for leading and implementing research work that will build into
audience-centered narratives and campaigns. This regional role will work across priority campaigns in Indonesia, Philippines, Thailand and Malaysia, with a focus on strengthening Greenpeace Southeast Asia’s identity, recognition, engagement and mindsets change among core-country audiences.

The Regional Insights Coordinator will be the region’s go-to expert when it comes to audience and insights. They will guide colleagues through the end-to-end research process, including and especially the facilitation of findings/insights application to campaigns and communications. The Regional Insights Coordinator has a broad and diverse range of research methodologies under their belt, and the confidence to make technical decisions.

This is a full-time position, based in either Kuala Lumpur, Bangkok, Jakarta or Manila. Citizens of Malaysia, Thailand, Indonesia and the Philippines are encouraged to apply.

**Duties and Responsibilities:**

- Create impactful campaigns and relevant communications in the region by formulating, innovating and implementing existing regional core-country audience objectives within country teams.
- He/she will be the steward of audience understanding in the region’s programme team, the go-to person for audience knowledge and application. You will ensure that campaigns and communications are rooted in the correct insights.
- To further improve the understanding of audiences in the region, you will guide and lead multiple insights projects in both regional and country-level as commissioned by internal business partners. The scope of each project should include not just technical advice but facilitation of implementation in country offices. Projects will include traditional quantitative and qualitative methodologies, plus online listening.
- Collaborate with business partners (leadership team, project teams and other colleagues in the Programme Department) in designing, developing and implementing insights projects. Furthermore, you will facilitate implementation of findings to the country/project plans, specifically in identified theories of change, narratives, creatives, communication plans and more.
- You will partner with external research/social listening agencies as required. You will foster relationships with external organizations like other non-profits, think tanks, academics etc.
- Set timelines and deliver multiple insights projects simultaneously, as required. Monitor and identify key programme issues and timelines and respond effectively.
- You are committed to high quality research in accordance with international standards. You uphold the values of transparency and integrity.
- He/she will contribute to the development of audience-aligned/audience-centered theories of change, narrative frameworks, communication plans and more.
- He/she will play a vital role in improving Greenpeace identity and in growing and deepening engagement with core country audiences. You will measure and influence mindsets change.
Skills and Experience Required:

- Significant (5 years+) professional experience in market/ consumer/ audience research in any industry. Experience in both client and agency/ consultancy sides is preferred.
- Some (2 years+) professional experience in social listening analytics in any industry (commissioning and analysis).
- Knowledge of, and expertise in, quantitative research methodologies such as surveys (through various modalities and specific analysis like segmentation, regression analysis, campaign effectiveness - among others), social listening analytics and social media analytics.
- Knowledge of, and expertise in, qualitative research methodologies such as focus groups (specific analysis like concept recycling, narrative testing), ethnographic studies, IDIs and consumer immersions.
- Knowledge of, and comprehensive experience in, commissioning and collaborating with third-party research agencies.
- Knowledge of, and expertise in, data analysis. Able to find meaning and trends from a vast volume of data.
- Knowledge of, and expertise in, generating insights and actionable recommendations from findings.
- Knowledge of, and expertise in, data quality checking. Skills in accuracy and attention to detail required.
- Knowledge of, and expertise in, recommending research design based on insights briefing and/or assessing and evaluation research design proposals.
- Knowledge of, and expertise in, presentation of analysis through storytelling/ visual approach. Confidence in public/ plenary speaking a must.
- Competent in monitoring and evaluation of KPIs and other metrics (digital or otherwise).
- Interest in psychology/ human behavior.
- Knowledge in allocated budget management.
- Team player and motivated self-starter.
- Adheres to professional conduct (punctuality, responsiveness, digital-savvy, note-taking, organizational skills, integrity and transparency).
- Fluent in English, written and conversational.

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 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.ph@greenpeace.org

Deadline for Applications: 28 March 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), 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.ph@greenpeace.org*

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