



SOUTHEAST ASIA

RECRUITMENT PACK

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: KEY INFLUENCER ASSOCIATE COORDINATOR

Position Summary

The Key Influencer Associate/Coordinator, which reports to the Communications and Digital Manager, will be responsible for engaging, coordinating, and collaborating with influential individuals to support and amplify the message of the Make Polluters Pay (MPP) Ship Tour in the Philippines. By building strong relationships with key influencers

(KI) and maximizing their impact, the coordinator will play a crucial role in raising awareness and driving positive change toward climate justice.

The role includes the identification and engagement of influential individuals from various domains to support the Ship Tour in the Philippines; co-creation of an integrated key influencer strategy and journey, focusing on reaching core country audiences (CCA) through influential individuals, and ensuring alignment with the Greenpeace values and campaigns; building and maintaining strong relationships with key influencers; coordination of their participation in tour activities; advocating for climate justice through their platforms; facilitating effective communication; and monitoring the impact of their involvement.

This role will be responsible for delivering people-centric and meaningful engagement opportunities for our key influencers.

This is a full-time fixed-term position based in Manila Office.

Duties and Responsibilities:

- **KEY INFLUENCER STRATEGIES & JOURNEY**
By working closely within the unit and in project teams, create a comprehensive KI strategy and journey that outlines how key influencers will be identified, engaged, and leveraged to support Greenpeace Philippines. This strategy should emphasize reaching the Gen-Z core country audiences, ensuring alignment with the organization's values and campaigns, and securing continued relationships with the KIs for future engagements.
- **RESEARCH & IDENTIFICATION**
Collaborate with country program and project teams in conducting research and identifying key influencers from various domains such as social media, entertainment, academia, civil society organizations, and government agencies.
- **COORDINATION**
Work closely with the country program and project teams to ensure seamless and efficient communication between the organization and key influencers, including the involvement of KIs in campaign activities.
- **KEY INFLUENCER RELATIONS**
BUILD: Reach out to identified key influencers and build strong relationships to secure their support for the campaign's objectives.
DEEPEN: Provide influencers with relevant information, materials, and talking points to ensure consistent messaging and maximum impact. This includes co-organizing panel discussions, workshops, media interviews, and special events where influencers can effectively contribute to raising awareness and driving action towards the campaign goals.
SUSTAIN: Continuously nurture relationships with key influencers, maintaining regular communication and exploring opportunities for collaboration beyond the tour. Expand the network of influencers and seek new partnerships to ensure sustained engagement in Greenpeace initiatives.
- **DELIVERY**
Ensure timely delivery of analysis and reports to meet project deadlines
- **QUALITY**

Demonstrate a deep understanding of Greenpeace's identity, ensuring adherence to best practices and advocating for innovation in approaches and production work.

- **MONITORING AND EVALUATION**

Track and evaluate the impact of key influencers' involvement in the campaign. Analyze their social media reach, engagement metrics, media coverage, and public sentiment to measure the effectiveness of their contributions. Provide regular reports and insights to the programme team for optimization and improvement

Skills and Experience Requirements:

- Bachelor's degree in communications, public relations, environmental studies, or a related field.
- Proven experience in influencer relations, public relations, or community engagement, preferably in sustainability, climate justice, or environmental advocacy.
- Strong network and connections with influencers, celebrities, activists, or thought leaders in the Philippines.
- Exceptional organizational skills and the ability to manage multiple projects and deadlines simultaneously.
- Excellent written and verbal communication skills, with the ability to engage and inspire diverse audiences.
- Fluency in English and one or more Filipino languages/dialects.
- Passion for the environment and a deep understanding of the different environmental challenges facing the Philippines and the world.
- Knowledge of social media platforms and their impact on raising awareness and driving engagement.
- Familiarity with event planning and coordination.
- Willing to travel and work outside of official business hours as required

- Adept at working with people of different cultures

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 fixed 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 offers 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 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 a 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 it to jobs.ph@greenpeace.org

Deadline for Applications: 22 August 2023

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.