

Job description

Job title: Sr. Creative Interventions Campaigner	Unit: Operations
Reports to: Regional Head of Operations	Location: Colombo, Sri Lanka
Purpose of role	
Regionally across South Asia to develop and integrate into all aspects of Creative Interventions, new and innovative communication tools. To lead, develop and implement peaceful, inspirational and innovative Creative Interventions, powerful storytelling; and assist in raising awareness and profile for the campaigns, build a community of activists/volunteers who work with us to win campaigns. Regionally across South Asia to cultivate and develop links with Creative agencies/artists/designers and to foster their understanding of Greenpeace and its campaign structure and how the two can work symbiotically to be mutually beneficial. To contribute, as part of projects within campaign teams, to the maintenance of the highest standards in the delivery of Greenpeace's campaigns. Contribute to the development of the strategic and tactical capabilities of the Operations Unit in order to achieve the annual programme. Main duties ▪ Develop and lead the implementation of operations related strategies across South Asia, that contribute to changing public, Government and corporate behaviour in line with the Campaigns objectives to create maximum impact, in conjunction with the cross functional project teams. ▪ Create high-impact campaign ideas that align with organizational goals, blending artistry, storytelling, and strategic innovation. Brainstorm and design visually compelling and conceptually bold interventions to engage target audiences that are accessible, visually driven, or interactive formats. ▪ Maximise the potential for engagement with the public and / or target audiences. Provide advice to and work closely with creative intervention campaigners/cross functional campaigners to develop innovative creative interventions and public engagement. Make use of creative communications, such as non-traditional and ambient media forms (i.e. guerrilla marketing, installations, technology, street based art, performances, music, etc). ▪ Responsible for the logistical planning, preparation, coordination and implementation of creative interventions, tours, ship based activities and other operations strategies and tactics in South Asia. ▪ Establish stronger relationships and networks with individuals among the creative community across South Asia, especially those in the forefront of new innovation/ communication techniques (designers, musicians, photographers, performers, film-makers, artists etc) to amplify campaign reach. ▪ Experiment with emerging trends, tools, and technologies to push the boundaries of creative expression. Undertake appropriate research/testing/experimenting models that deepen public participation, broaden reach and strengthen ownership of our campaigns.	

- Lead the creative process, brainstorm and facilitation to foster an environment of open innovation, encouraging diverse perspectives and bold ideas. Act as a catalyst to inspire and guide brainstorming sessions, workshops, or creative sprints with team members, stakeholders, or external partners. Along with bringing in external perspectives.
- Lead creative training/workshops/bootcamps for staff, local groups, communities and volunteer activists, including special training schemes for people with special technical skills as necessary.
- Recruitment, management, retention and development of Operations unit activists on a regular basis. Ensure regular engagement with the activists network to provide campaign information, upcoming activities and organise them for the Operations activities and creative interventions. ▪ Represent Greenpeace in public activities, the media and with other NGOs when organising creative interventions and campaign issues as directed by the Line Manager
- Adhere to individual campaign project deadlines and manage personal workload accordingly and act independently.
- Development of risk assessments and prepare security plans for 'high/medium-risk' field-work/creative interventions and projects as appropriate.
- Ensure that health and safety procedures are strictly adhered to by all personnel in creative interventions and all other operations unit activities.
- Plan and manage campaign timelines, budgets, and organising to ensure timely delivery of high-quality creative outputs.
- Contribute to the planning and development of the Operations Unit, including ODP, annual budget.
- International coordination with GPI and other global Greenpeace staff along with managing international logistics working with operations tools and equipment.

Decisions

- Prepare, plan and coordinate the execution of operations activities. Participate in the evaluation of operations activities.
- Launch or stop an operations activity on the field.
- Manage allocated project budgets
- Purchase equipment when needed for an activity in alignment with the objectives ▪ Brief, prepare and train all personnel involved or implicated in an activity, including logistics and legal implication.

To follow :

- Protocols and procedures established and agreed within Greenpeace South Asia. ●
- General Greenpeace Principles on Non-violence and Peaceful creative interventions.
- Seek legal advice whenever necessary to plan a creative intervention.

Risks undertaken :

- Responsible for the external image of Greenpeace during a creative intervention. ●
- Responsible for all aspects of health and safety of all personnel involved or implicated in Greenpeace operations activities throughout the preparation and during the execution.

Contacts

Internal :

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- Creative Interventions Campaigners, Campaigners, Communications and Engagement team members are the core team of a project. They work closely together.
- Finance and admin staff to organise budget, cash, admin support.
- All personnel possibly involved in the planning and preparation of a creative intervention.
- Warehouse manager/Unit head: discussion on all equipment and safety matters.
- Directors and members of SMT: to brief them on preparation and risks of an operation activity.
- Any GP staff needed for support
- Develop and maintain excellent relations with the Operations staff across global Greenpeace offices including International Marine Actions Division.

External :

- Any authority representative eg. govt officials, etc
- Lawyer and legal advisor recruited specifically for the job
- External contractors and freelancers
- Any vendors/suppliers/artists needed to accomplish the job
- Initiate, develop, lead and work with artist network, ally networks, CSOs, volunteers, activists and partners

Resources

People :

- Accountable & responsible for the safety of Greenpeace staff, allies, activists, volunteers, contractors, artists and everyone else participating in a creative intervention on the field.
- Accountable & responsible for the safety of Greenpeace Volunteers/Activists

Financial :

- Project budgets and expenditure as directed by the Unit Manager/Project Leaders

Physical :

- Equipment to ensure best efficiency of training and creative intervention as directed by the Unit manager.

Knowledge and experience

- Understanding based on considerable experience (3 years) in campaign issues (Particularly Oceans and Climate Change) and creative campaigning.
 - Understanding of how creative interventions are researched, planned and executed
- Specific expertise in two or more of the following and ability to become expert in one other of the following: Communication, Swimming, Stitching, Woodwork, Technology, Design, Photography/Videography, Diving, other Creative skills.
- Proven ability to innovate in relation to creative interventions and Operations strategy and tactical work
 - Understanding of current market trends and technology
 - Some knowledge of Health and Safety and legal considerations in supporting Operations work

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- Has networks with creative artists, performers , storytellers- and has ideas on how to make an issue generate attention
- Ability to work collaboratively in project teams drawn from a wide range of disciplines, both team member and a team leader
- Is good with logistics and managing complex events / partnerships
- Can inspire and motivate fellow activists and volunteers to campaign with us
- Able to work with minimal supervision and self motivation
- Commitment to Greenpeace values and principles

Organisation Skills

Planning and organising:

- Plan timescale, responsibility and budget for the preparation and execution of a creative intervention, as directed by the unit manager.
- Plan and organise training for groups as directed by the Unit manager.
- Ability to be self directed and to work well under pressure

Analysis:

- Prepare reports for the Unit Manager / Campaigns Manager / Project Leaders as required
- Monitor and report on delegated budget.

Innovation:

- To lead, develop, test, plan, coordinate and execute innovative, creative and inspirational creative interventions
- To research and design new equipment, tools, techniques, and training for Operations.

Working with others:

- Manage large teams of people in complex and stressful situations
- Ability to work effectively in a team environment
- Team leadership and management abilities

Environmental demands

Travel and spend time away from home
Capacity to manage risks, thrive in high-pressure situations, and adapt to challenging environments
Willingness to work unsocial hours as required
Ability to travel internationally when required

Other essential requirements

Excellent physical mobility
Fluent in English
Fluent in one or more languages of Sri Lanka/India/South Asia
Computer literacy in word processing, email, any internet uses.
Photo-Video, design and communication skills
Self motivated.

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*Note: All responses should **exclude** participation in any voluntary creative intervention activities or activities that are not formally part of the job.*

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