



Greenpeace South Asia

Job Description

Job title: Digital Campaigner	Department: Communications
Reports to: Team Lead- Digital Communications	Location: Colombo
Purpose of role	
<p>To create engaging, creative, interactive and compelling content for Greenpeace South Asia digital pages, including social media & website, based on a full range of communications on Greenpeace South Asia campaigns, environmental facts, current affairs and events. Write, produce and analyse content on social media and other digital spaces and provide feedback and reports on the impact of the same. To take data driven decisions and the ability to explain the same. To engage on climate and other environmental issues that Greenpeace South Asia works on.</p>	
Key Responsibilities:	
<ul style="list-style-type: none"> ● Develop highly effective, original and targeted creative copies ● Write compelling post for social media ● Ideate communication strategies for digital space ● Calendarise digital posts, write copies and ensure timely execution ● Proactively stay on top of digital trends and internalise it whenever relevant ● Proactively scout for possible social media influencers and network with them ● On ground coverage of Greenpeace South Asia events for social media amplification. Eg: Lives, reels, pictures ● Write & produce scripts for videos when required ● Take data driven decisions and provide rationale for decisions taken on digital front ● Use tools/software to analyse results of engagement ● Deliver creative and engaging content even if the external context is polarized ● Coordinate with the various units within the program department and fulfill multiple campaign needs ● Interact with the relevant team members besides line manager ● Multitask in the space of digital engagement ● Deliver monthly reports on work accomplishment and impact made ● Follow organisational guidelines and value system while writing content 	
Decisions	
<p>While the digital campaigner is expected to play a proactive role in ideation, planning and execution process of digital content, the final sign off will be made by the digital comms lead.</p> <p>Any form of digital communication like social media posts, SMS or statements should be drafted with</p>	



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utmost care to follow organizational guidelines on value, language and stand on issues.

Contacts

External

- Network with vendors on production of materials to vet quality of content
- Network with influencers for digital amplification of campaigns

Internal

- Coordinate with freelancers for timely delivery and quality of creatives
- Coordinate with multiple departments like media, campaigns and communications to stay on top of requirements

Qualifications and Experience:

- Degree in Journalism, Communications, Digital Marketing, Environmental Studies, Public Policy, Political Science, Social Work, Gender Studies, or a related field.
- At least 3 years professional experience in the digital communication and marketing space.
- Excellent command over the English language, knowledge of regional language will be preferred.
- Expert writing, editing and proofreading abilities.
- Ability to work with challenging & dynamic online content.
- Knowledge of online tools to analyse data on social media and take data based decisions.
- Strong interest in the world of social media and keep track of new platforms and updates.
- Ability to create concise, attention grabbing and hard-hitting content that puts the message across in a simple yet effective manner.
- Strong understanding of Testing and analytics.
- Proactive and ability to work under pressure and deliver within tight deadlines.
- Flexibility around working hours and occasional travel.

Competencies:

- Commitment to Mission
- Collaboration & Teamwork
- Adaptability & Resilience
- Accountability & Ownership
- Communication & Public Engagement
- Data & Performance Analysis
- Critical Thinking
- Campaigning & Advocacy Knowledge
- Environmental Science and Policy