



Greenpeace South Asia

## Job Description

<b>Job title:</b> Community Organiser	<b>Department:</b> Public Engagement
<b>Reports to:</b> Public Engagement Manager	<b>Location:</b> Colombo, Sri Lanka
<b>Purpose of role</b>	
Recruit, onboard, and mentor committed volunteers and volunteer leaders to support Greenpeace South Asia’s Public Engagement initiatives across assigned cities. Drive awareness and inspire meaningful action among key audiences by effectively communicating Greenpeace’s values, campaigns, and direct actions.	
<b>Key Responsibilities:</b>	
<p><b>Off-line mobilisation campaigning</b></p> <ul style="list-style-type: none"> <li>• Support and execute offline mobilisation plans in alignment with the agreed programme objectives.</li> <li>• Plan and deliver high-quality, high-impact public engagement activities that effectively promote the organisation while generating leads and sign-ups.</li> </ul> <p><b>Volunteer recruitment, training, communication &amp; development:</b></p> <ul style="list-style-type: none"> <li>• Implement an agreed volunteer recruitment and development plan to build a strong network of volunteers and volunteer leaders supporting Greenpeace campaigns.</li> <li>• Establish, grow, and sustain active local volunteer groups in assigned cities.</li> <li>• Enable and support volunteer leaders to independently organise events, as well as recruit and onboard new volunteers.</li> <li>• Design and deliver induction sessions, along with structured skill-building modules and a training calendar for volunteers and activists.</li> <li>• Identify and recommend volunteers best suited for participation in advanced actions training programmes.</li> <li>• Develop and implement a periodic calendar of local campaign activities to sustain volunteer engagement and motivation.</li> <li>• Maintain regular, timely, and effective communication with volunteer groups regarding Greenpeace campaigns and projects, using platforms such as Greenwire, email, WhatsApp, and other relevant tools.</li> <li>• Contribute to, and take ownership of, the production of the volunteer newsletter.</li> <li>• Ensure quarterly updating and maintenance of volunteer and activist databases for assigned cities.</li> </ul> <p><b>Local media interface</b></p> <ul style="list-style-type: none"> <li>• In collaboration with the media team, support the generation of local media coverage on city-specific campaigns and issues in assigned locations.</li> <li>• In coordination with the media team, contribute to securing media coverage of national campaigns as directed by the manager or project lead.</li> </ul>	
<b>Decisions</b>	
Has authority to:	



Greenpeace South Asia

- Recruit, induct and supervise volunteers for Public Engagement
- Deliver training and events
- Organise and implement city specific volunteer activities when there is no campaign/project work for them
- Select volunteers for specific activities
- Execute any additional duties or support as requested or assigned by the management

### Contacts

#### Internal

- Members from all units in Programme in projects and street fundraising teams to discuss and get buy-in for plans, exchange information, collaborate.
- Work closely with other public engagement staff.

#### External

- Volunteers – training and guiding them on Greenpeace campaigns and activities
- Local stakeholders like youth lead groups, Local authorities etc in assigned cities.

### Resources

- People: Oversee task allocation and coordination of volunteers, ensuring effective execution of activities and fostering a collaborative and accountable team environment
- Financial: Manage and utilize delegated budgets responsibly to plan and implement volunteer-led activities, ensuring cost efficiency and adherence to organizational guidelines
- Premises and Materials: Ensure the proper use, maintenance, and safekeeping of office spaces and equipment, including campaign materials such as posters, badges, T-shirts, brochures, and other collaterals

### Qualifications and Experience:

#### Knowledge:

- Foundational understanding of key environmental issues relevant to the assigned city/region
- Proficiency in English, Sinhala & Tamil (working knowledge required)
- Basic understanding of modern campaigning tools and techniques, including strategies for building people-powered movements

#### Skills & Experience:

- Demonstrated experience in leading and managing teams of five or more volunteers or staff
- Experience in designing and delivering training sessions on skills and/or subject matter content
- Proven ability to initiate, build, and sustain relationships with community groups, associations, and stakeholders
- Experience using diverse communication and engagement tools to mobilize and motivate individuals
- Proficiency in Microsoft Excel; familiarity with web-based databases is an advantage
- Working knowledge of digital platforms such as Facebook, blogs, WhatsApp, and other online tools for grassroots organizing
- Confidence in conducting outreach, including cold-calling decision-makers to secure permissions and support for activities



Greenpeace South Asia

- Strong commitment to environmental sustainability and a passion for contributing to planetary well-being

**Organisation Skills:**

**Planning and organising:** Plans and organises own tasks as well as coaching volunteer leaders to set tasks for volunteers, this includes developing a calendar of activities. Ability to negotiate work requests and schedule effectively

**Initiative and innovation:** Investigate and utilise local opportunities to raise awareness of Greenpeace campaigns & engage volunteers

**Environmental Demands:**

- The role requires frequent travel, including occasional stays outside the base city, depending on program needs.
- Candidates should be comfortable working in varied and, at times, basic on-ground conditions during travel.
- Flexibility is essential, with an expectation to work on weekends, public holidays, and outside standard working hours as required by campaign activities.

**Other essential requirements:**

Demonstrated willingness to learn and develop new skills is essential, as this role is well-suited for individuals who are new to the campaigning space. Significant on-the-job training will be provided, and candidates are expected to show an active interest in collaborating with others, participating in training sessions, and constructively receiving and applying feedback.

A strong commitment to Non-Violent Direct Action (NVDA) as an effective approach to driving change and achieving campaign objectives is required. Prior experience volunteering with a campaigning organisation, or initiating and leading a local volunteer or grassroots group, will be considered an added advantage.

**Applications from Greenpeace volunteer leaders and frontline staff are very welcome.**

**Competencies:**

Organisational:

- Commitment to Mission
- Collaboration & Teamwork
- Adaptability & Resilience
- Accountability & Ownership
- Communication & Public Engagement
- Leadership & People Management
- Rapid response and crisis management
- Campaigning & Advocacy Knowledge
- Policy & Political Awareness
- Financial & Resource Management
- Environmental Science and Policy