

## Job description

<b>Job title:</b> Creative Partnerships Lead	<b>Unit:</b> Operations
<b>Reports to:</b> Regional Head of Operations	<b>Location:</b> Colombo, Sri Lanka
<b>Purpose of job</b>	
<p>Lead strategic oversight and delivery of key influencer engagement strategy across South Asia.</p> <p>Regionally across South Asia to cultivate and develop links with Creative partners and agencies/celebrities/artists/influencers to foster their understanding of Greenpeace and its campaign structure and how the two can work symbiotically to be mutually beneficial.</p>	
<b>Main duties</b>	
<p><b>Creative partners and agencies/celebrities/artists/influencers:</b></p> <ul style="list-style-type: none"><li>- Develop and drive the implementation of the creative partnerships strategy to raise the profile of Greenpeace and help achieve the organization's campaign objectives.</li><li>- Proactively building relationships with creative partners to grow our programme</li><li>- Seeking and delivering creative partnership engagement opportunities across priority campaigns.</li><li>- Working with cross functional internal influencer team and project teams as appropriate to secure strong and impactful creative partnerships</li><li>- Steer the internal influencer team, organise regular meetings to ensure integration within programme and plans</li><li>- Deliver positive campaigns, contribute to increased awareness and engagement amongst new audiences as a result of these projects (in line with Greenpeace brand guidelines).</li><li>- Contribute to the development process of campaign' projects, write creative briefs, identify appropriate collaborators/creative partners and facilitate briefings, contracts.</li><li>- Be the main point of contact, ensure all coordination and organise the logistics for the creative partner's travel and stay.</li><li>- Manage the supporter journey for key relationships with high profile individuals, influencers and ongoing stewardship to ensure continued engagement and support;</li><li>- Maintaining and updating the creative partnerships database</li><li>- Research and identify prospective creative partners' including background check, values alignment, audience and reach</li><li>- Monitor, measure and gather evidence about the impact of creative partnerships engagement in a program and the results of different tested approaches.</li><li>- Work closely with the Greenpeace's global Creative Partnerships community</li><li>- Oversee and administer budgets dedicated to creative partnerships.</li></ul>	

## Decisions

- To develop and build a new 'Creative Partners Strategy'
- Manage relationships and database
- Identify prospective creative partners
- Manage allocated budget for Creative Partners
- Onboard, manage, engage, facilitate and coordinate with the creative partner external community
- Responsible for managing the external image and safeguarding the reputation of Greenpeace South Asia.

## Contacts

### Internal :

- Cross functional programme and project team members
- Finance, HR and admin staff to organise budget, contracts, admin support.
- Any GP staff needed for support
- Maintain excellent relations with the Global Creative Partnership Team and the wider creative community

### External :

- Any authority representative eg. govt officials, for permissions, etc related to the creative partnership work
- External contractors and freelancers
- Any vendors/suppliers/artists needed to accomplish the job
- Initiate, develop, lead and work with artists, influencers, celebrities, ally networks and partners

## Resources

### People :

- Accountable & responsible for the safety of artists, celebrities and influencers

### Financial :

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

### Physical :

- Equipment/props, permissions for the creative partnership work

## Qualifications and Experience

- Understanding based on considerable experience (5 years) in creative production, studio/agency management, creator/influencer partnerships
- Strong networking and relationship-building to identify, approach, and maintain long-term partners.
- Negotiation and conflict resolution for mutually beneficial programme.

- Proven track record building partnerships or managing creative projects.
- Excellent verbal/written communication: briefing partners, presenting ideas, pitching campaigns and concepts, and giving constructive feedback.
- Stakeholder management across internal teams and external creatives.
- Developing strategies for creator ecosystems or partnership programs from scratch, including process design (e.g., onboarding, briefing and coordination end-to-end.)
- Understanding of production across media types
- Creative problem-solving and innovation (e.g., new collaboration formats, campaigns)
- Has networks with creative artists, influencers, performers, storytellers, celebrities and is great working with people
- Ability to work collaboratively in teams drawn from a wide range of disciplines
- Is good with basic logistics and coordination
- Able to work with minimal supervision and self motivation

## Competencies

### Language:

- Fluency in written and spoken English.
- Other languages from the South Asia region are an advantage.

### Competencies

- Commitment to mission
- Collaboration and team work
- Adaptability and resilience
- Accountability and ownership
- Communication and public engagement
- Project and program management
- Leadership and people Management
- Critical thinking
- Campaigning and advocacy knowledge
- Policy and Political awareness
- Social media savvy
- Organisation and coordination skills
- Tactful and articulate

## Work environment

Able to travel, be flexible, thrive and adapt to new challenging and changing environments and plans.

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