



Greenpeace South Asia

Job description

Job title: Digital Marketing Manager	Department: Communications
Reports to: Regional Programme Director	Location: Colombo, Sri Lanka
Purpose of role	
<p>The primary purpose of this role is to use digital tools and communications to inspire, mobilise and engage millions of people from South Asia to campaign alongside us. In doing so, this role maximises the organisation’s ability to reach out and connect with strategic audiences and deepen their engagement with our campaigns by empowering them to act collectively, in order to achieve organisational objectives.</p> <p>The Digital Marketing Manager is responsible for designing digital marketing and mobilisation strategies for the campaigns of Greenpeace South Asia (GPSA). Also responsible for building and strengthening the South Asia Engagement team with the necessary skills to develop and implement engagement strategies. Ensure to work closely with the comms and media manager to play an active role in contributing to the overall priorities and direction of Greenpeace South Asia’s campaign work in relevant markets where Greenpeace South Asia operates.</p>	
Key Responsibilities	
<p>Strategic Development and Implementation</p> <ul style="list-style-type: none"> • Design and implement digital mobilisation and marketing strategies that best fit with South Asia realities, including audience research, message testing, engagement, mobilisation, and digital communications • Increase the organisation’s constituencies, audiences, lists, social media followers and communities engaged with the organisational work • Increase overall organisational expertise, engagement delivery and results in close collaboration with Fundraising and Campaign departments/teams • Maintain a detailed knowledge of Greenpeace campaigns and the position of the organisation within the market where Greenpeace South Asia operates <p>Audience Outreach, Management and Mobilisation</p> <ul style="list-style-type: none"> • Develop and deliver overall strategies that communicates the Greenpeace story and GPSA legitimacy in the region, aligned with Programme and Organisational priorities • Oversee the content production which include visual and digital and other content aligned with Programme and Organisational priorities • Ensure a growing online and offline supporter base for Greenpeace • Collaborate with Fundraising teams to deepen relationships with non-financial and financial supporters <p>Knowledge, Information and Insights systems</p> <ul style="list-style-type: none"> • Test and experiment innovative and dynamic options for public involvement in our campaigns • Ensure GPSA as an early adopter on the cutting edge of technologies and organising trends • Develop and drive audience research skills and knowledge focusing on internal capacity improvement 	



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- Ensure testing and evidence based decision-making is built into the way we work

Team Development and Management

- Build and develop a professional team based on GPSA's needs, its Programme and Fundraising goals
- Manage a dispersed team of Regional and National Engagement staff, allocating tasks and monitoring and evaluating staff performance and providing suggestions for capacity building of the team
- Foster and support a culture of creativity and innovation in the engagement team and across the organisation to deliver the cutting edge offline and digital engagement work for which Greenpeace is known
- Manage the Engagement department's budgets and resource allocation

Organisational Leadership

- Play an active role as a member of the Programme Council through maintaining strong, productive relationships with all Programme and Fundraising managers
- Contribute to the overall strategic management of the Programme, providing input into the formulation and execution of strategic decisions to ensure the achievement of GPSA's Programme and Organisational objectives

Qualifications and Experience

- A mature and seasoned professional with strong experience in managing complex teams, multiple projects and dealing with diversity
- A proven and solid experience in creative marketing and communications addressing diverse audiences
- Extensive knowledge and experience in digital marketing and analysis
- Solid experience in user engagement, digital channels and technology
- Strong understanding of the media and political landscape of South Asia region
- Proven experience in design and implementation of communication and engagement strategies
- Ability to take effective decisions in line with organisational goals and objectives, often based on limited information
- Excellent ability to build a safe, transparent and respectful environment that increases team spirits and ability to work across cultures
- Able to plan, prioritise and organise the work of a team - allocates work, sets and reviews goals, assesses risks and demonstrates knowledge of interdependencies with other areas of work within the organisation
- Lived experience in South Asia region
- Experience in leading and working with multicultural teams and projects

Partnership

Internally

- You work closely and collaboratively with the communications manager
- Act as a champion for engagement-focussed communications and outreach throughout the organisation
- Liaise with members of the Programme and Fundraising departments and units for the purpose of developing and implementing plans



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- Establish healthy relationships with its counterparts in Greenpeace international and other Greenpeace offices across the globe for knowledge/experience sharing and collaboration

Externally

- Connect with other organisations, external networks and allies in the region to gather information, strategise, work together, and advocate campaign positions
- Maintain a detailed knowledge of Greenpeace campaigns and the position of the organisation within the market where Greenpeace South Asia operates

Competencies:

Language

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

Organizational Competencies

- Commitment to Mission
- Adaptability & Resilience
- Accountability & Ownership
- Communication & Public Engagement
- Project & Program Management
- Leadership & People Management
- Data & Performance Analysis
- Digital & Technology Use
- Critical Thinking
- Campaigning & Advocacy Knowledge
- Policy & Political Awareness
- Environmental Science and Policy
- Knowledge of fundraising

Technical Competencies

- Experience in activism
- Experience in engaging with and mobilising people to take action
- Experience with media monitoring and analysis
- Knowledge of the South Asia regional engagement landscape
- Experience in Digital engagement, channel diversification
- Experience in Offline Mobilisation
- Experience in Audience understanding
- Experience in data analysis and insight generation