



SOUTHEAST ASIA

RECRUITMENT PACK

Greenpeace, one of the world's most respected and dynamic organizations, is an international non-profit global campaigning organization that acts to ensure the ability of our Earth to nurture life in all its diversity. At the heart of Greenpeace's campaigns is the tradition of non-violent direct actions against environmental abuses and destruction.

Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action.

Greenpeace, an international environmental non-government organization, is comprised of 27 independent national and regional offices across the world covering operations in more than 55 countries. To maintain our independence, Greenpeace does not accept donations from governments or corporations but relies on contributions from individual supporters and foundation grants.

For over 40 years, Greenpeace has been successful in our campaigns to reverse environmental degradation by bearing witness to environmental destruction and exposing and confronting environmental abuses. Greenpeace campaigns have been vital in informing government policies on the environment and effecting changes in business practices, which lead to various environmental problems.

Greenpeace in Southeast Asia

Greenpeace opened the first office in Southeast Asia in 2000. Since then we have led successful campaigns throughout the region, securing fresher air, cleaner water and a healthier environment through changing industry practices and government policies. Greenpeace actively campaigns across the region on pressing environmental issues concerning our climate, forests, oceans, food, plastic, liveable cities, as well as social justice.

Greenpeace has four offices in Southeast Asia (GPSEA)—in Indonesia, Malaysia, the Philippines, and Thailand, with each office is composed of Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, and Operations Support (Human Resources, Finance & Administration, Information Technology, Security). Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the Direct Dialogue Fundraisers.

THE POST: REGIONAL CREATIVE COORDINATOR

Position Summary

The Regional Creative Coordinator, reporting to the Creative Unit Manager, is responsible for identifying and directing the design and implementation of

strategic, audience-centred creative concepts, campaign materials and creative assets across print, digital and actions as required. This regional role will work across priority campaigns, with a focus on strengthening Greenpeace Southeast Asia's identity, trust and recognition with identified target audiences. The Regional Creative Coordinator will innovate and guide colleagues through creative processes from briefing through to the final evaluation, demonstrating a proven ability to adapt and develop creative treatments in line with strategic country narratives and audience insights using monitoring and analysis of data. This role will be expected to commission, brief and direct internal and external creatives as required.

This is a full-time position based in any of GPSEA Offices (Bangkok, Jakarta, Manila or Kuala Lumpur).

Duties and Responsibilities:

- Adapt, develop and innovate existing creative approaches, guided by your expert knowledge of storytelling, country narratives, core audience insights, engagement objectives and platform optimisation, to create more impactful campaigns, communications and output across GPSEA.
- Design and facilitate workshops to develop participant understanding and enthusiasm for using creative processes and design thinking in their work - balancing innovation against participant capabilities, resources, capacity; and ensuring relevance to country-based narratives and campaign/project objectives as required.
Guide and lead multiple creative projects that may extend across different departments and offices, commissioning freelancer contributors where required.
- Collaborate with project teams and colleagues across departments to ideate, design and produce audience informed creative concepts and communications, monitoring and applying country narrative frameworks, campaign objectives and the regional Engagement strategy. Provide analysis and feedback on creative output and creative storytelling as part of a regional community of practice.
- Analyse campaign/project needs and internal resources and engage freelance contributors as required. Direct, monitor and provide feedback to external creative contributors. Build a reputation for quality design and reliable delivery within the regional global community.
- Set timelines and deliver content production plans for multiple projects simultaneously, as required. Monitor and identify production delivery and editorial standards issues and ensure effective coordination of production activities and resources.
- Set, monitor and evaluate creative output against impact indicators and ensure compliance measures are set in collaboration with national Digital/Comms managers to meet Greenpeace identity and editorial standards and principals, industry-standard production specifications and licensing and copyright laws. Optimise and adapt processes and

procedures in response to breaking news, emerging trends, changing operational demands and stakeholder feedback.

Skills and Experienced Requirements:

- Significant (5 years+) professional experience of art direction and/or relevant experience in creative industries.
- Knowledge of, and expertise in, mobile-first production techniques and standards.
- Knowledge of, and expertise in digital impact based storytelling and
- Knowledge of, and expertise in applying audience understanding to creatives
- Knowledge and/or experience producing print materials
- Knowledge and/or experience of working with visual identity and branding
- Competent with creative software such as Adobe Photoshop, Illustrator and InDesign
- Competent with editing software such as Final Cut Pro, Adobe Premier Pro, Adobe After Effects.
- Knowledge and/or experience in the production of illustrations, infographics and data visualization
- Knowledge/experience of implementing communications strategies into the development of creative concepts and campaign
- Experience in making editorial judgements using content principals and knowledge of copyright and licensing regulations
- Experience and expertise in designing and facilitating creative workshops.
- Experience in working effectively to tight deadlines within multiple projects
- Exceptional written and spoken English, with a second language from the region a plus.
- Expert knowledge of Greenpeace values and content principals/creative processes
- Understanding of photo and video archiving systems, including cataloguing and keywording
- Flexibility around working hours

THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST

WORKING HOURS

Normal hours of work for full time Employee will be forty (40) per week or (5) days in a week, at 8 hours per day excluding an hour lunch break. This will be from Monday to Friday, between the hours of 8:30 am to 5:30 pm. Ordinary hours of work may be varied as agreed between staff and the line managers.

LEAVE

A permanent employee will be entitled to the following leaves:

Annual Leave: 20 days

Sick Leave: 30 days

Parental Leave: As per labor laws and Greenpeace policy

Compassionate leave: maximum of 5 days for the death of significant others

SALARY

In determining salary offer for this position, Greenpeace applies its Salary Grading Process, taking into consideration the job description and applicant's previous experience, and the organization's salary grade.

INSURANCE

Greenpeace provides health insurance and travel insurance to its employees.

LEARNING AND DEVELOPMENT

Greenpeace is committed to providing its employees with learning and development opportunities to be able to perform its functions more effectively. Through its mentoring process and annual Performance Management System, staff's development objectives are identified and prioritized.

EQUAL EMPLOYMENT OPPORTUNITY

Greenpeace is committed to the principle of Equal Employment Opportunity for all employees, regardless of sex, marital status, nationality, religion, age, sexual orientation and any other characteristics unrelated to the performance of the job. Selection will be in accordance with objective, job related criteria and the appointment will be on the basis of applicant's merits and abilities.

HR POLICIES AND PROCEDURE

Greenpeace management and staff are given guidance on the implications of the equal opportunities policy. Policies and procedures are reviewed to review and adapt current practices to promote equality of opportunity. Other organizational policies and procedures will be fully discussed to the successful applicant.

APPLICATION GUIDELINES

Interested candidates are invited to (1) write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace, (2) fill out the attached Application form and email to jobs.ph@greenpeace.org

Deadline for Applications: 20 December 2021

As we receive a large number of applicants for our advertised vacancies, we are unable to respond to those applicants who have not been shortlisted and we apologize for this in advance. If you do not hear from us within two weeks of the closing date, please assume that you have not been shortlisted.

In time of closing period to holiday break, interviews shall take place after New Year break.

GUIDANCE IN COMPLETING YOUR APPLICATION FORM

1. Read the recruitment pack carefully before completing your application form. The recruitment pack contains information about Greenpeace, about the job you are applying for, and brief information on employment conditions.
2. Write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace and complete all items in the application form. Remember that this will be our basis for shortlisting candidates. **Curriculum Vitae (CVs) will not be accepted.**
3. Make sure you email the form to the correct email address (jobs.ph@greenpeace.org), addressed to the HR Department, and ensure that your application form arrives before the closing date. Application forms received after the closing date will not be accepted.
4. If you have questions, kindly email jobs.ph@greenpeace.org

Thank you and we look forward to receiving your application letter and completed application form.