

Position:	Regional Journey Manager
Function:	Regional Programme
Reports to:	Engagement Director
Level:	JG - 10
Version:	Aug 2024

Position Objective

Be part of a dynamic and diverse team shaping the future of environmental activism in Southeast Asia.

You will be responsible for the Integrated supporter journey, ensuring that our systems are optimised for potential supporters' first engagement with Greenpeace. We see that first engagement comes from strong branding and imagery (trustworthiness, effectiveness), in-depth understanding of our audiences' needs and values, delivered by the Brand and Communications and Audience Insights team.

By leading the enhancement of our online, offline and financial supporter experience/journey you will convert passive observation into motivated involvement through relevant and meaningful actions, providing the opportunity for each individual to grow their sense of agency and community.

Collaboration, forward thinking & building a testing culture

You must be highly skilled in stakeholder management to deliver on Greenpeace's global, regional and local integrated strategies, working with regional and country teams to adopt and adapt strategies and deliver impact. You will keep up to date with developments and thinking beyond our activist and fundraising bubble, identifying and proactively driving forward different approaches to engage and empower people across the Southeast Asia region.

Capacity & tools

Central to the Regional Journey Unit is providing strategic and technical support to national teams, optimising audience experiences to build trust in Greenpeace and forge committed supporter relationships. By focusing on people-centric campaigning, we create opportunities for individuals to engage and grow with us, driving meaningful action for our cause.

Digital Marketing

Your expertise in social marketing and applying audience insights to marketing funnels will be crucial. You should be adept at adapting, innovating, and integrating tactics in a Southeast Asian non-profit context, exhibiting an energising personality that inspires both in your work and through your approach. With your experience in **stakeholder** and project management, you'll navigate diverse situations, persuasively draw together people from various cultures, and strategically communicate across the right channels.

Online & Offline

Greenpeace Southeast Asia operates both online and offline, campaigning and communicating for positive change is at the heart of what we do. We also raise funds from individual donors (we are independent and don't take money from government or corporates) to support our work, and of course, deliver the on the ground work with volunteers, activists and allies. Bringing all these elements together to form "integrated" supporter journeys requires great communication and listening skills.

Ensuring that we have the tools, and capacity and training to use them, the Journey Manager also has oversight for the engagement systems (key tools include our websites wordpress based CMS, Hubspot CRM, Emplifi & talkwalker).

Managing

As a team leader, you'll mentor your direct reports, fostering their development and contributing to an open, diverse organisational culture. Collaboration with other regional units and national teams is key

to ensure a cohesive engagement strategy across Southeast Asia. Your role may extend to working with allies and movements in capacity building and strategic planning.

Your team, including the Regional Journey Coordinator, Digital Marketing Coordinator, and Engagement Systems Coordinator, will be responsible for developing, testing, and governing strategies, frameworks & tools to optimise audience experiences across both online and offline channels.

Duties and Responsibilities (Functional statements defining the responsibilities and objectives)

<p>Purpose</p> <p>*Provides conceptual analysis in support of service/ project/ product development/ delivery; demonstrates understanding of operational dimensions</p> <p>Assesses project/ product component/s and provides conceptual analysis under close guidance; demonstrates understanding of conceptual/ analytical framework</p>	<p>Conceptual</p>	<ul style="list-style-type: none"> ● Provide strategic and functional support to country offices, continuously adapting our Breadth and Depth strategies to the evolving realities of Southeast Asia. This involves understanding and responding to shifts in technology, societal needs, and environmental challenges. ● Take ownership of the integrated supporter journey, (online and offline supporters, volunteers, activists and donors) formulating and overseeing a data-driven strategy across all lifecycle stages, from prospecting to recapture. This includes onboarding, engagement, and advocacy to strengthen supporter relationships. ● Continuously refine strategies and frameworks to reflect an in-depth understanding of team capacities, organisational priorities, available resources, and the specific needs of the audience. ● Ensure that GPSEA is equipped with the right technology and tools to engage in effective campaigns, reflecting an understanding of our organisational resources and priorities.
	<p>Applied</p>	<ul style="list-style-type: none"> ● Conduct analyses and provide actionable insights using analytics, as well as available qualitative and quantitative data for online and offline supporters, volunteers, activists and donors ● Lead the examination, design, and implementation of performance approaches for supporter journeys, crafting tailored solutions in collaboration with country teams. ● Lead and manage the unit to develop, support and facilitate the testing and implementation of strategies and frameworks that target Engagement priorities and campaign/project needs. ● Build journey experience and capacity across various engagement functions throughout our offices in southeast asia that will distinguish GPSEA as a centre of creative thinking and digital-critical, audience centred campaigning for impact. ● Develop capacity beyond the unit through skill sharing, training and opportunities.
<p>Engagement</p>	<p>Internal</p>	<ul style="list-style-type: none"> ● Internal: Build internal support and engagement with key stakeholders to strengthen and challenge existing approaches. <i>Maintaining and enhancing relationships with internal stakeholders</i>

		<ul style="list-style-type: none"> • Manage and mentor direct reports, setting clear objectives and evaluations. • Establish mechanisms for knowledge transfer to ensure the successful application of journey frameworks and digital marketing across GPSEA.
	External	<ul style="list-style-type: none"> • External: Develop opportunities for collaboration and positive profiling for GPSEA. Manage the unit's output for timely delivery and support the effective delivery of national goals. • Propose solutions to enhance digital integration, aiming to achieve engagement goals.
Delivery	Timeliness	<ul style="list-style-type: none"> • Ensure timely delivery of the unit's projects and initiatives, using project and time management tools for efficiency and transparency. • Adapt to new policies and procedures while maintaining the delivery schedule, considering evolving client needs and operational demands.
	Quality	<ul style="list-style-type: none"> • Sustain and enhance the quality of the program through adaptation to changing operational demands and client feedback. • Regularly monitor, evaluate, and report on GPSEA's journey-related works, standardising and implementing effective journey-based frameworks and strategies that align with regional, national, and GPSEA priorities.

Requirements (Education, experience, technical competencies required of the job)

- Bachelor's degree in marketing, communications, or equivalent relevant experience
- At least 5 years relevant industry experience in SE Asian markets
- Proven experience in on and offline marketing
- Experience in managing projects/teams
- Strong skills in written and spoken English
- Knowledge and/or experience in developing and managing the implementation of campaign marketing strategies
- Proven leader and facilitator
- Mature, hardworking, confident, enthusiastic, proactive and team player
- Willing to travel and work outside of official business hours as required
- Adept at working with people of different cultures
- Ability to work effectively in a team but also to work independently and unsupervised.