



RECRUITMENT PACK

Greenpeace SEA, 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 Earth to nurture life in all its diversity. At the heart of Greenpeace's campaigns is the tradition of non-violent, direct action against environmental abuse and destruction.

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

Greenpeace acts to change attitudes and behavior, to protect and conserve the environment and to promote peace by:

- **Catalyzing an energy revolution** to address the number one threat facing our planet: climate change.
- **Defending our oceans** by challenging wasteful and destructive fishing, and creating a global network of marine reserves.
- **Protecting the world's ancient forests** and the animals, plants and people that depend on them.
- **Creating a toxic free future** with safer alternatives to hazardous chemicals in today's products and manufacturing.
- **Campaigning for sustainable agriculture** by rejecting genetically engineered organisms, protecting biodiversity and encouraging socially responsible farming.

Greenpeace, an international environmental non-government organization, is comprised of 26 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 abuse. 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 our first office in Southeast Asia in 2000. In that time, 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 to catalyze an energy revolution, protect ancient forests and our oceans, create a toxics-free future and create a shift to sustainable agriculture.

Greenpeace has four offices in Southeast Asia (GPSEA) —in Thailand, Indonesia, Philippines and Malaysia and currently composed of: Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, Operations Support (Human Resources, Finance & Admin, Information Technology, Security) and Executive Office. Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the direct dialogue fundraisers.

THE POST: Regional Digital Marketing Coordinator

Job Summary:

Position Objective (Summary if placement in the function and broad responsibilities)

The Regional Digital Marketing Coordinator, reporting to (currently, the Regional Engagement Director), and will work closely with National and Regional teams (especially Journey coordinator and Audience Insights Manager) to implement audience centered testing and digital marketing strategies that will build and strengthen our supporter community and Greenpeace's relevance to our core audiences in the region.

The role will cover best practice for social media channels, paid advertising for campaigning, optimisation of owned channels (including our own website), email and other digital communication channels including text and chat applications.

The role will provide strategic guidance, develop benchmarks for analysis, and help implement best practice in digital community management within our national office teams, where we intend to blur the line between digital and offline engagement.

This role requires someone who understands the mobile-first digital marketing world and knows how to reach organisational goals, using owned, earned and paid channels while providing clear strategic guidance and cross-cultural people leadership. They will bring a fresh and forward-thinking perspective on digital best practices globally. Ideally, they have proven experience in online campaigning and mobilisation-from research and development to delivery and evaluation. They provide support for innovation around channel diversification, and offer clear direction on creating agency through meaningful things for people to do, digging into the potential of online activism and how that crosses over to offline.

They are well versed working with CMS, CRM tools, A/B testing, organic growth, content trends, SEO & SEM, data analysis, online community management and supporter journeys creation. As a person, they should be collaborative, fun, creative, flexible, solution-oriented and ambitious.

This is a full-time position for one year, based in either Kuala Lumpur, Bangkok, Jakarta or Manila. Citizens of Malaysia, Philippines, Thailand and Indonesia are encouraged to apply.

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

<p>Purpose</p> <p><i>*substantive contribution of the job</i></p> <p><i>Analyse, illuminate, design</i></p>	<p><i>Conceptual</i></p> <ul style="list-style-type: none"> Analyse current practices and analytics to draw key recommendations for optimisation of priority channels, including greenpeace.org, as focal points for digital communities and movements. Collaborating with national teams, analyse audience and campaign needs, facilitate relevant parties to design digital strategies that create meaningful engagement both online and offline that deliver long lasting campaign impact.
	<p><i>Applied</i></p> <ul style="list-style-type: none"> Initiate collaboration with regional and national teams on the implementation and normalisation of data driven testing strategies that combine audience understanding with journey development and have measurable campaign impact. Provide hands-on support to priority projects in order to build capacity and expertise on a practitioner level. Innovate and test new approaches to organic digital engagement that contributes to a high-quality supporter base
<p>Engagement</p> <p><i>*internal and external communications</i></p> <p><i>Engage, collaborate</i></p>	<p><i>Internal</i></p> <ul style="list-style-type: none"> Engage with regional and national programme teams as well as colleagues from Fundraising to develop proactive digital marketing capacity and strategies that can be applied on country/project level in line with the regional Engagement strategy and Country Logframes. Provide analysis and feedback on digital marketing techniques, tests and case studies as part of a regional community of practice that you will initiate and support.
	<p><i>External</i></p> <ul style="list-style-type: none"> Analyse campaign/project needs and internal resources and engage external contributors as required. Collaborate with and contribute to the global Greenpeace and digital activism community.

Delivery <i>*organisation and planning elements</i> ASSESS, ORGANISE	<i>Timeliness</i>	<ul style="list-style-type: none"> • Prioritise key deliverables and manage delivery according to agreed timelines and standards. • Maintain dashboards and deliver regular reporting with recommendations to teams and management.
	<i>Quality</i>	<ul style="list-style-type: none"> • Assess effectiveness of current capacity, systems and procedures in order to set, monitor and evaluate marketing strategies against impact indicators. • Ensure compliance measures are set in collaboration with national Digital/Comms managers to meet Greenpeace and industry-standards for digital marketing. • Optimise and adapt processes and procedures in response to emerging trends, changing operational demands and stakeholder feedback.

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

- Significant (5 years+) professional experience, preferably involving User Experience, Online Marketing, Content Creation, online activism, Mobilisation or similar fields
- Knowledge and/or experience in supporter relationship management/supporter journey communication
- Knowledge and/or experience in using market data and trend analysis
- Knowledge and/or experience in evaluation
- Understanding, and experience in campaigns to drive change
- Ability to provide coaching and mentoring to individuals
- Knowledge and/or experience in meeting and surpassing requirements by setting high standards for the condition of outputs
- Knowledge and/or experience in addressing organizational objectives by developing calculated approaches that integrate an openness to and awareness of diversity across cultures
- Ability to communicate complex information in a simple and accessible way
- Strong skills in written and spoken English (required) and another regional language (plus)
- Experience in working effectively to tight deadlines within multiple projects
- Flexibility around working hours

THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST

APPLICATION GUIDELINES

Interested candidates are invited to write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace, fill-up the attached Application and email to: jobs.th@greenpeace.org

Deadline for Applications: November 29th 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.

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. 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.th@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.th@greenpeace.org.

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