



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 ENGAGEMENT SYSTEMS COORDINATOR

Position Summary

The Engagement Systems Coordinator, reports to the Regional Journey Manager, and will work closely with National and Regional programme and Fundraising teams.

As the Regional Engagement Systems Coordinator, you will contribute to the growth and development of our online movement across Southeast Asia. Through the facilitating and implementation of systems governance, best practises and effective processes and strategies, you will help enable teams to create meaningful digital engagement to achieve our organisational objectives. You love innovative problem solving, and you are looking for a job that can both utilise your talents as a conduit between tech and content, with the bonus that you are doing something that has a real positive impact on our world.

This role will require someone who is proactive, confident with technology, especially CMS, database and digital marketing tools. Must have great communication and persuasion skills with the ability to learn and teach new systems quickly to diverse teams spread across four countries.

You will lead the GPSEA coordination between the global systems team and our own engagement systems, representing all four offices in technical and usability discussions and ensuring collaboration and buy-in from local teams.

You will share ownership of the regional greenpeace.org channel and, on occasion, you will provide practical implementation support to country offices for key engagement channels. These include:

Digimind

1. Digital System Strategy & Implementation
 - Ensuring optimised & standardised usage of relevant digital engagement systems across GPSEA
 - Develop, coordinate, and align digital products and system management.
 - Support the Database team
 - Connect data systems with reporting mechanisms across digital channels
 - Collaborate with teams on optimising systems, using technology like eye tracker to test user experience.
2. GPSEA technical owner of the Planet 4 Wordpress CMS system across all 5 sites. Ensure adequate staff training and ongoing maintenance troubleshooting across Southeast Asia. Work with the global community to improve and update the system, supporting teams to use innovative testing and creative content delivery.
3. Coordinate with global and local teams to maintain and project manage the rollout key digital engagement systems across GPSEA entities, ranging from digital marketing platform to social media management tools.
4. Work closely with the database team to roll out new or updated engagement tools and systems. Lead digital metrics standardisation work and apply to journey model development. Look into potential technical solutions for automation and optimisation of systems to enable
5. Monitoring & Analysis
 - Regularly assess the digital systems and technologies to ensure they are reaching their potential and are not redundant
6. Project Support
 - Provide the systems tech support for our digital engagement strategy implementation for projects

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

Duties and Responsibilities:

- Analyse current systems, tools and ways of working to draw key recommendations for optimisation of priority digital systems, including greenpeace.org and Hubspot, taking into consideration relevance to GPSEA's objectives and capacity, usability and effectiveness.
- Analyse and propose UX updates to systems that are underperforming and assist teams in optimising through testing and training.
- Project manage the implementation of new and upgrading of Engagement systems in Greenpeace Southeast Asia
- Lead digital metrics standardisation work enabling the journey model development.
- Collaborate with global, regional and national teams on the implementation, normalisation and upkeep of key engagement systems.

- Project manage updates and rollouts of key systems across GPSEA
- Knowledge Sharing: Knowledge and/or experience in sharing information across networks to encourage the development of social movements and the communication of issues to different audiences
- Be the point of contact ensuring good communication flow and collaboration for engagement systems between global and local teams.
- Analyse campaign/project needs and internal resources and engage external contributors as required.
- Lead and maintain a healthy community of practice within GPSEA that ensures high level communication and participation. Prioritise key deliverables and manage delivery according to agreed timelines and standards.
- Collaborating with the regional journey team and country teams lead the database team in the maintenance and optimisation of dashboards to deliver regular reporting with recommendations to teams and management. Assess effectiveness of current capacity, systems and procedures in order to propose improvements through optimisation of systems or resource development.
- Optimise and adapt processes and procedures in response to emerging trends, changing operational demands and stakeholder feedback.

Skills and Experience Required:

- Significant (5 years+) professional experience, preferably involving Digital project management, User Experience, Online Marketing, or similar fields
- Ability to provide coaching and mentoring to individuals and teams
- 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 (there will be some coordination required with global teams in different timezones)

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.th@greenpeace.org

Deadline for Applications: 10 March 2022

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. 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.th@greenpeace.org

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