



CAREER OPPORTUNITY

An opportunity to be part of solutions to environmental injustice as a Regional Communication and Story Manager - West Africa

Location: Senegal

About Greenpeace

Greenpeace was founded in 1971, when a small boat of volunteers and journalists sailed into Amchitka, an area north of Alaska, where the US Government was conducting underground nuclear tests. It was an act of rebellion against seemingly impossible odds. Today, Greenpeace is a modern, highly effective campaigning organisation with offices in 55 countries across Europe, the Americas, Africa, Asia and the Pacific.

Overview of purpose of the role:

As a member of the Greenpeace Africa Engagement Team, Regional Communications and Story Manager will oversee the design and implementation of communication strategy and plans for a specific sub-region (Southern, Central, Western or East Africa) in alignment with the Greenpeace Africa's (GPAF) overall goals and campaign objectives. The role is responsible for brand visibility and profiling of Greenpeace Africa within the sub-regional context based on a solid understanding of the media landscape, key audiences and stakeholders

Key roles and responsibilities

Strategy development for Campaign projects in the specified region/country

- Design relevant communication and engagement strategies to support GPAF campaign and organisational objectives in the specific sub-region
- Effectively lead in the design of projects that connect and mobilise audiences in the specific region
- Develop and use different approaches in growing audience insight for the specific region
- Effectively use the storytelling guidance in communication planning
- Acts as Communication lead for key projects

Implementation and coordination of campaign projects

- Oversee the implementation of output plans for specific projects and activities
- Implement message testing and use insights in strengthening communication strategies and narrative work
- Regularly explore the potential for applying for spotlights for projects within the region
- Ensure communications are created for a mix of relevant channels and media
- Ensure that comprehensive media analysis are compiled for all major projects
- Contribute to budget forecast and expense follow-up with the Project leader

Media Monitoring, analysis and learning

- Research and analyse media reports for dominant narratives for new campaign projects
- Evaluate of campaign communications messages and materials through media monitoring and coverage analysis
- Provide input to the campaign team on the effectiveness of past communications
- Advice the campaign team on ways to improve campaign communications
- Contribute to monthly and quarterly media analysis of Greenpeace Africa's coverage on the continent

Media relations, Networking and Brand profiling

- Profile Greenpeace Africa in the sub-regional context based on a solid understanding of the media landscape and key audiences
- Optimise responsive opportunities to profile Greenpeace Africa and strengthen local relevance
- Build and maintain a network of journalist in key tier 1 national and regional media

Minimum Qualifications and experience

- University Degree in Journalism, Public Relations, Communication and Media Studies
- Minimum 7 years' experience in Media with good understanding of the Media Landscape in Africa
- Knowledge and understanding in design and Implementation communication strategies.
- Experience with campaign-based marketing and branding preferred
- Experience of working in an international, multicultural team.
- Outstanding written and verbal communication skills,
- High proficiency in French and basic communication skills in English is required

To apply

Please send your letter of motivation, résumé and contact details of three professional references to with the email: Rafrica@greenpeace.org Subject line: **Regional Communication and Story Manager** (Indicate country where you are based e.g. Senegal)

The deadline for receiving application will be **1st April 2020** If you do not hear from us within two weeks from the closing date, please consider your application unsuccessful.