

Job title : Spokesperson
Valid from : 01/09/2020
Job Grade : 4
Reports to : Program Director
Line-manages : NA

OVERALL PURPOSE OF THE JOB

Represent and advocate for Greenpeace Belgium's positions in media and other public spaces.

Build the reputation and brand value of Greenpeace in Belgium through spoken communication.

SCOPE

National and regional media: – radio – TV. KPI's for media work to be defined per project and to be evaluated through media monitoring.

Interacts with all of his (her) Communications Team colleagues and reports to the Communications & Mobilization Director to ensure communications consistency and quality as to optimize the communications contribution to the leverage of objectives.

It can be required to contribute to Greenpeace International (GPI) or other National or Regional Offices (NRO's) within the field of his/her expertise (spreading expertise, international co-ordination or development of a communications aspect, ...)

As any GPB staff employee, a Spokesperson can be asked to participate in and/or to co-ordinate particular projects. These projects do not necessarily have to fall within his/her field of expertise.

MAJOR FUNCTIONS / RESPONSIBILITIES

Conceptual tasks, Strategy Development and/or Project Development

- Define strong and powerful messages adapted to channel and audience.

Implementation

- Prepare media interviews, in close co-operation with the Media & Communications Officer and the Campaigner(s) and other stakeholders involved.
- In collaboration with the Media & Communications Officer, invest in and maintain good relations with the Belgian and possibly international press
- Deal with crisis communications, in collaboration with the senior management team.
- Ensure efficiency and effectiveness of GPB's media performances.
- Embrace new communication channels to reinforce GPB's media performances.

Support / Coaching / Leadership

- Assist colleagues with their spoken communication with the press.
- Assist colleagues with the preparation of any kind of representation.

Compliance / Keeping Framework Conditions

- Align your communication actions and embed them within the overall GPB vision, campaigns, fundraising and communication strategies.
- See to the consistency on how the organisation is presented to the outside world, in collaboration with other Communications Team members and other Greenpeace Belgium staff.
- Guard qualitative standards of the messages related to the target audience and the appropriate channel.

COMPETENCY PROFILE

Organization competencies

- Professionalism
- Achievement
- Interpersonal relationship
- Knowledge sharing
- Values diversity (global mindset)
- Innovation

Functional competencies

Technical

- Fluency in spoken mother-tongue (French or Dutch).
- Fluency in spoken second national language (Dutch or French).
- Fluency in spoken English.
- Knowledge of media landscape (daily news, current affairs, television, radio ...).
- Knowledge and/or experience in journalism or media communications.
- Skills in verbal and non-verbal communication.
- Knowledge of the GPB campaign themes (well informed on the topic to be presented).
- Public relations skills.
- Be media trained so as to be able to act as a spokesperson.
- Understanding of the media advocacy needs of a campaigning organization.
- Knowledge of and/or experience with diverse IT user applications: E-mailing, Excel, Word (tech savvy).
- Experience effectively dealing with confrontational situations.

Method related

- Knowledge and understanding of the NGO sector.
- Public speaking (dynamic and articulate speaker).
- Time management.
- Work under pressure (calm and relaxed, especially in hostile or confrontational circumstances).
- Attention to details.
- Able to think quickly on the spot.
- Presentations skills.

Social / self

- Build and manage relationships with media, and journalists.
- Ability to communicate on relevant issues, tailored to target audiences.
- Being a team player.
- Aware of attitudes, biases, knowledge and level of sophistication of the audiences to be addressed.
- Good listener, willing to respond openly and sensitively to questions and concerns of media and/or audience.
- Able to project a strong, positive image.
- Personal appearance meets with nowadays standards of a public spokesperson (personable, well-groomed).

Leadership competencies

- Strategic orientation
- Managing vision
- Planning and organizing
- Empowering and developing people

ATTITUDE

- Identification with Greenpeace goals and supportive of Greenpeace values.
- Autonomous / initiative / work independently.
- Stress resistance (calm and relaxed, especially in hostile or confrontational circumstances).
- Flexibility.
- Self-assured (confident).
- Collaborative.
- Integrative thinking.
- Enthusiastic.
- Credible.

SPECIFIC WORK ENVIRONMENT

- Based at the Greenpeace Belgium office in Brussels.
- Flexible towards working hours.