



SOUTHEAST ASIA
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 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 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 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, the Philippines, Malaysia and each office is currently composed: Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, Operations Support (Human Resources, Finance & Admin, Information Technology, Security. Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the Direct Dialogue Fundraisers.

THE POST: DIGITAL CAMPAIGNER

Position Summary:

Digital Campaigner will contribute to Greenpeace's campaigns and organisational priorities through innovative and creative engagement online and across mobile platforms. You will be responsible for developing digital strategies and planning, producing, and implementing digital campaigns for projects that recruit and engage people in our work. Your role will include originating copy and editing submissions; networking with Greenpeace supporters, online communities and staff; researching and implementing digital services for campaigning; and managing projects for multimedia content and engagement tools.

Key Duties

1. Develop, deliver and review digital strategies in Projects

- Working with teams, lead the development and implementation of digital strategies for online campaigning, social media and communications for Greenpeace campaign projects, in collaboration with digital fundraising staff.
- Identify evidence and research based opportunities to develop, and implement innovative new tools and techniques for online communications and campaigning to engage audiences and increase our impact, within and across projects.
- Contribute to the development of project plans including audience research, strategic planning, idea generation and development, prototyping and testing of ideas and communications and monitoring and evaluation.
- Produce appropriate and original content for online audiences and/or digital delivery. Where required, this includes managing the production of digital content such as video, animation, images for social media and interactive content.

2. Reporting and Analysis

- Monitor and analyse recruitment and engagement response rates and adapt tools and techniques to increase audience reach & conversion rates
- Build and contribute to Greenpeace presence on social media including regular updates and personal communications with followers
- Working in Project Teams and with colleagues to maintain an up-to-date knowledge of developments related to campaign projects including shifts in

supporter and audience opinion. This may include regularly monitoring external sites, blogs and social media for campaign issue references and respond appropriately in order to build profile and good relationships with key constituents.

3. As part of the Communications Team, ensure that there is quality and integrated delivery of below to maximise the opportunities of digital supporter base.

- Email content strategy and management
- Social media content strategy and management
- Digital content and management
- Data management and analysis
- Best practice and innovation standards for digital campaigning and digital communications performance.

4. Any other duties as required and agreed by line manager.

Educational Background & Fundamental Qualifications

Level of Education: Min University graduate

Field of Study: Communications, Digital Marketing or equivalent major background

Work Experience: Min 3 (three) years working experience of equivalent industry. Experience working with Int INGO is a plus.

Competencies and Skills

Organizational Competencies

- **Professionalism:** Knowledge and/or experience in managing conduct and emotions in a way that represents the values and realizes the objectives of the organization
- **Teamwork & Communication:** Knowledge and/or experience in working with others and presenting information, ideas, and positions in a clear manner that can easily be understood across diverse and multicultural audiences.
- **Innovation and Change:** Knowledge and/or experience in reflecting creative and imaginative thinking, openness to new ideas, and an ability to take calculated risks in order to meet organizational objectives.
- **Leadership:** Knowledge and/or experience in guiding and directing the efforts of others by presenting a clear vision, delegating responsibilities, and providing constant support and feedback
- **Strategic Thinking & Global Mindset:** Knowledge and/or experience in addressing organizational objectives by developing calculated approaches that integrate an openness to and awareness of diversity across cultures

Functional Skills

- Knowledge and/or proven success experience in digital campaigning, digital communications, online campaigns and delivering high impact campaigns across channels
- Knowledge and/or experience in engaging and building diverse communities and audiences across digital channels
- Strong personal organizational skills including ability to manage multiple projects with competing priorities and timelines, strong interpersonal communication skills and ability to handle constantly evolving work
- Knowledge and/or experience in producing online content, identifying new digital tools, trends and techniques
- Specific experience and knowledge of at least one of the following functional areas:
 - Email content strategy and management: .
 - Social media content strategy and management
 - Digital content and engagement management
 - Data management and analysis (creating data visualisation or dashboards for project monitoring and evaluation by project teams and senior management)
- Specific experience and knowledge of at least one of the following functional areas:
 - Exceptional writing and editing skills, particularly in creating content for one or more digital channels
 - Desired knowledge and/or experience in working with volunteers
 - Knowledge and/or experience in editing images, preparing graphics or data visualisation for the web, email or social media communications
- Excellent written and spoken English and relevant national language
- Computer literate (Microsoft Word, Excel, PowerPoint and databases).
- Adherence to the highest ethical standards.

Specific Work Environment

This is a full-time position based in Indonesia. Note that all Programme Department staff are deployable to any GPSEA project across the region.

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 6:30 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

Parental Leave: As per labor laws and Greenpeace policy

Long Service Leave: 2 months paid leave after 5 years of continuous service

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 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 download Recruitment Pack Digital Campaigner and email to: jobs.id@greenpeace.org

Deadline for Applications: **31 October 2020**

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.id@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.id@greenpeace.org.

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