

GREENPEACE Japan JOB DESCRIPTION

Job title : **Online Engagement Coordinator**

Valid from : 2019/2/1

Job Grade : Senior Officer 12

Reports to : Public Engagement Manager

Line- : N/A

manages

OVERALL PURPOSE OF THE JOB

Develop and implement engagement strategies to involve supporters and audiences in Greenpeace campaign activities.

Lead on analysis and testing approaches within the Public Engagement team, and work with other teams to help create a data-driven, engagement-oriented culture.

MAJOR FUNCTIONS / RESPONSIBILITIES

Conceptual tasks, Strategy Development and/or Project Development

- Strategy Development
- Providing strategic online and offline engagement advice to project teams.
- Developing & delivering supporter journeys.

Implementation

- Online engagement strategy implementation
- Develop and manage digital content tailored for audience engagement across various channels such as blogs and videos
- Implement engagement strategies aimed at the organic acquisition of new supporters
- Work with internal & external suppliers to deliver online tools and support our strategies

Support / Coaching / Leadership

- Innovation & growth
- Ensure necessary innovation in online tactics by identifying, proposing and implementing best practices, tools, and new trends inside and outside Greenpeace's community
- Use online channels to increase reach among new audiences and engage Greenpeace supporters with creative and inspiring content

Compliance / Keeping Framework Conditions

- Analysis for engagement work
- Use an analytical approach and quantitative/qualitative methods to evaluate performance of engagement activities based on KPIs
- Contribute to organisational learning, including help develop new KPIs

COMPETENCY PROFILE

Organization competencies

- Professionalism
- Achievement
- Interpersonal relationship
- Knowledge sharing
- Values diversity
- Innovation

Functional competencies

Technical

- Minimum experience of 3 years in developing online strategies and content
- Minimum experience of 3 years in managing & evaluating integrated online promotions
- Experience in Non-Profit or Non-Government Organisations an asset
- High proven skills in technical writing and copywriting in Japanese
- Good knowledge of Google Analytics and social media analytics
- Fluency in written and spoken Japanese; fluency in English desirable but not essential

Social / self

- Excellent communication and people skills
- Ability to work proactively and constructively with other departments, and other Greenpeace offices worldwide
- Flexible work hours
- Willingness to travel domestically and internationally

Leadership competencies

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

ATTITUDE

- Commitment to the environment and Greenpeace's core values
- Team working and collaboration
- Results oriented and outcome focused
- Creativity
- Highly organized

SPECIFIC WORK ENVIRONMENT

- office based in Shinjuku Tokyo Japan