



POSITION TITLE: Head of Communications

DEPARTMENT: Programme

REPORTS TO: Programme Director

PURPOSE OF THE POSITION

To direct and oversee the planning, development and implementation of Greenpeace Japan's national media and press communications, including digital news platforms and photo/video. To support the delivery of a programme that integrates media analysis, strategic framing, and media relations to drive consistent coverage of Greenpeace Japan (GPJ) campaigns and breaking news and stories, and increases our profile as a key commentator across our major issues. To lead and manage a team of communications officers and guide them in doing their very best work so that GPJ remains a leader in advocacy communications.

MAJOR RESPONSIBILITIES:

1. Provide vision and leadership for all of GPJ's media and press communications whilst helping to drive the organization to meet its strategic goals.
2. Recruit, manage, motivate, and facilitate the work of the communications officers. Develop objectives and work-plans in conjunction with project leaders for media officers to ensure the delivery of GPJ and global strategies. Inspire and encourage team members to be innovative in all aspects of their work. Determine priorities, assign responsibilities, supervise and as needed, direct staff. Identify staff training needs including spokesperson training.
3. Working closely with the Engagement Manager, and other staff, lead the development of organizational communication strategies and oversee the mainstreaming of communication principles in projects and other communication outputs.
4. Support the implementation of the project model, including participating in the set-up and oversight of project teams and providing advice on media strategy and media tactics with project leaders and campaign teams as needed. Provide strategic advice to the Programme Management Team and aid the Programme Director (PD) in approving projects and actions.
5. Oversee all communications to media and press on all relevant GPJ channels (including non-traditional digital media platforms, social media, and video). Ensure quality and consistency of all GPJ communications products including press releases, press statements, reports, photo, video, audio. Implement efficient and effective approvals process for communications products. Ensure strong communications principles are incorporated into project planning across the organization.
6. Ensure rigorous risk assessment as relates to media communications and public relations for GPJ. Ensure implementation of risk mitigation measures in accordance with this assessment. Set up and implement crisis communications protocols.
7. Ensure effective, accurate and timely analysis, evaluation and reporting mechanisms for media and press communications, including the development and reporting of key performance indicators.
8. Build the profile and reputation of GPJ through media strategies and other initiatives. Maximise feature coverage for fundraising events and celebrity involvement in Greenpeace activities.



9. Work with the PD, Executive Director, Branding Officer and others on media communications in areas of high strategic, reputational or organizational priority. Act as a spokesperson for the organization with high-level media.
10. Support GPJ's ambitions to be a source of investigative journalism, working closely with campaigners and external allies to land investigative news stories that support our aims and reputation as a source of credible analysis.
11. Act as a project sponsor as necessary, being accountable for all aspects of the project's feasibility, integration, risk-mitigation and compliance with established GPJ Project Management procedures.
12. Represent GPJ in dealings with other national and regional offices (NROs), Greenpeace International and the public, as needed. Build and maintain relationships with other NGOs, grassroots groups, and individuals as related to the media and press communications programme.
13. Hold overall responsibility for budget allocation within the media team and ensure that all expenditures are kept within the agreed budget. Ensure the team follows financial and administrative procedures.
14. Be responsible for the development and maintenance of a media database.
15. Perform other duties as required.

SKILL REQUIREMENTS

Leadership, management and team-building: to effectively articulate a vision for GPJ's media communications work, to elaborate, refine the direction and priorities of the unit as determined by the PD, and lead a team of dedicated staff to deliver that vision; to direct, lead creative processes, guide and inspire staff; to recruit and evaluate staff; and, to build a well-integrated and high-performing team.

Organization & time management: to plan, organize and manage unit activities; to manage timelines and meet deadlines; to track and implement multiple projects simultaneously; to effectively address constant and varied demands on the position.

Judgment & Analytical Thinking: to analyze and evaluate information; to plan strategies and anticipate ramifications; to evaluate multiple dimensions of risk and propose risk mitigation strategies; to use sound judgment in recommending policies and practices and in the handling of sensitive information.

Planning and Strategic Skills: to develop and implement strategies to advance the goals of the media team, GPJ's campaign projects, and GPJ as a whole; to lead programme planning within the area of media communications.

Innovation and knowledge sharing: to develop and facilitate new approaches and new tools in media communications and relations to advance programme and organizational goals; to support the development of innovative media strategies and creative communications, to contribute to fostering a culture of excellence, organizational ambition, and innovation by actively sharing knowledge and striving for continuous improvement.

Communications and Public Relations Skills: to lead the media communications work of GPJ, including campaign and rapid response media communications; input into and approve media strategies and materials; to lead media team staff effectively within a highly charged atmosphere under public scrutiny;



communicate a clear vision to different audiences; and to present GPJ activities in a positive light to different audiences.

Financial Analysis Skills: to prepare, monitor, and control expenditures and overall department budget.

Interpersonal and Networking Skills: to represent organizational and programme activities to a broad range of contacts, both internally and externally (GPJ and Greenpeace International staff, and other NGOs and grassroots groups); to uphold GPJ's values of promoting equity and diversity in all its forms; to effectively communicate campaign issues and strategies internally and externally both verbally and in writing; to work cooperatively with diverse allies.

Marketing and Negotiating Skills: to advance the goals and objectives of GPJ; to work cooperatively with diverse coalition partners and external agencies.

Computer and Technical Skills: to use computers and telecommunications tools; to understand trends and tools for digital mobilization and the media.

KNOWLEDGE REQUIREMENTS

Knowledge of media communication strategies and practices: to oversee the development and implementation of GPJ's media communications programme, and to ensure the quality and consistency of GPJ communications across all media and channels. Knowledge of media landscapes, including new developments in digital media and an in-depth understanding of local, regional and national print, radio, television and digital media, and particularly their relevance in a campaigning organization.

Knowledge of communications and digital measurements and metrics: to set up and evaluate key performance indicators across the programme.

Knowledge of environmental and social justice issues in general and the politics influencing public and private institutions both nationally and internationally: to understand how they interact and influence each other, and the public.

Knowledge of financial management, budget preparation and control: to prepare, monitor and control programme budget; to provide input into long term financial and strategic planning.

Knowledge of people management principles and practices: to guide, direct, evaluate, and oversee staff.

Bilingualism in Japanese and English is a requirement.

DECISION MAKING REQUIREMENTS

The position works under the general direction of the PD and assumes responsibility for all Greenpeace media communications and digital photo/video work in Japan under the direction set by the PD.

The position demonstrates considerable independence and initiative with respect to decision-making, and provides leadership for the planning, development and implementation of programme strategies,



plans, and procedures, but makes major decisions in consultation with the PD. Decisions related to this programme that are deemed to carry a significant degree of risk are made by the Executive Director and PD.

The position requires judgement in directing staff and overseeing communications for activities that are often complex and of a sensitive nature. Judgement is exercised in assessing and weighing risk, and making recommendations on the basis of such assessments. Judgment is also exercised in functioning within potentially volatile situations attracting public attention and in dealing with various problems that may arise including managing crisis communications.

Decisions made by the position significantly impact the overall success of GPJ's national campaign programmes.

Discretion is exercised in handling confidential and sensitive information.

PHYSICAL EFFORT REQUIREMENTS

The position requires fine motor skills to operate a computer.

SUPERVISORY AND FINANCIAL RESPONSIBILITIES:

The position exercises direct supervisory responsibility.

The position provides direction and guidance to other GPJ employees and volunteers, external consultants, and temporary staff as required.

The position prepares, monitors, and controls programme expenses and budget.

The position has the authority to approve invoices and expenditures to a limit of 500,000 Yen.

WORKING CONDITIONS

The position works in a standard office environment. The requirement travel can at times be extensive, including outside of Japan for professional development, coordination with the international Greenpeace network of organization, and due to the nature of media work and crisis communications.