



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, 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 creating changes in business practices that lead to various environmental problems.

Greenpeace in Southeast Asia

Greenpeace opened its 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, Philippines and Malaysia and currently composed of: Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, Operations Support (Human Resources, Finance & Admin, Information Technology, Security) and Executive Office. Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region.

THE POST: COMMUNICATIONS CAMPAIGNER

Job Summary:

The Communications Campaigner, which reports to the Communications and Digital Manager, co-leads the development and implementation of integrated Communications Strategies, and ensures innovative and creative media outreach and online engagement across various platforms for Greenpeace's campaigns and organizational priorities.

The Communications Campaigner is responsible for developing communication strategies and planning, producing, and implementing media and digital campaigns that recruit and engage people in our work. The role includes developing Communications Strategies and Plans; managing agreed messaging for key audiences; writing, editing and disseminating effective communication materials consistent with internal brand guidelines; networking with Greenpeace supporters, online communities and staff; researching and implementing digital services for campaigning; and managing projects for multimedia content and engagement tools.

This is a full-time permanent position based in Manila, Philippines. Nationals and those who can legally work in the country may apply.

Key Duties:

1. Development, delivery, monitoring and evaluation of Integrated Communications Strategies
 - Leads and drives the development and implementation of integrated Communications Strategies and Communications Plans for both offline and online channels, in close coordination with local (as well as regional and/or global) Project and/or Program Teams, and in collaboration with the rest of the Communications Unit and Fundraising staff.
 - Manages and implements agreed communications messaging for key campaign and organizational audiences and identifies evidence- and research-based opportunities to develop and implement innovative new tools, products and techniques for communications and campaigning that engage audiences and increase the impact of our campaigns.
 - Monitors and analyzes engagement response rates, and adapts tools and techniques to increase audience reach and conversion rates

- Generates monthly and yearly Communications reports and analyses pertinent to assigned projects

2. Coordination and Project Management

- Provides communications counsel and direction to Program staff and Project teams.
- Contributes to the development of project plans, including audience research, strategic planning, idea generation and development, prototyping and testing of ideas, messages and communication materials.
- Coordinates with the Regional Creative Unit on the lay-out, printing, video/images production, and publication of various campaign materials into high quality creative and user-friendly products that are aligned with agreed Communications Strategies, as well as with brand messaging and guidelines.
- In coordination with the Communications Support Officer, helps develop, maintain and continuously update the database of contacts in print, radio, TV, online news portals, and other media outlets, both at the national and provincial levels.
- Facilitates the selection, activation, management, and coordination of communications freelancers and suppliers, when needed.
- Budgets and monitors expenditures related to the Communications function in assigned Projects.

3. Production of Communication Materials

- In close coordination with Project and/or Program Teams, conceptualizes, writes, edits and distributes effective communications materials, such as (but not limited to) press releases, external and internal Q&As, talking points, briefing papers, brochures, reports, infographics, social media posts and other campaign and organizational materials. Where required, this includes managing the production of digital content such as video, animation, images for social media, and interactive content.

4. Public Relations

- Builds and contributes to Greenpeace presence on social media, including regular updates and regular communications with social media followers and interest groups, including shifts in supporter and audience opinion. This may include regularly monitoring external sites, blogs and social media for campaign

issue references, and responding appropriately in order to build profile and good relationships with key constituents.

- Contributes to the coordination and organization of Greenpeace's traditional media-focused activities. Helps plan both proactive and reactive media relations, including media events and responses to media inquiries as required. Provides necessary logistical media and/or communications work around events and activities.
- In coordination with the rest of the Communications unit members, helps develop and maintain strong relationships with print, broadcast and online journalists, news editors, opinion-makers and decision-makers, via media visits, informal briefings, forums, etc., in order to encourage them to view Greenpeace as a credible provider of environmental information and commentary.

5. Performs other related duties as assigned by the supervisor.

Educational Background & Fundamental Qualifications:

Level of Education:	<ul style="list-style-type: none"> ● Bachelor’s Degree or relevant work experience
Field of Study:	<ul style="list-style-type: none"> ● Communications, Journalism, Social Media Management, Digital Marketing, or equivalent industry experience
Work Experience:	<ul style="list-style-type: none"> ● Demonstrated a minimum of 3 years experience in related industry, with clear success ● Experience in managing projects/working in a team
Training or Certificate:	N/A

Competencies and Skills:

<p>Organizational Competencies</p>	<ul style="list-style-type: none"> ● Professionalism: Conducts oneself in a way that represents the values of the organization ● Teamwork and Communication: Knowledge and/or experience in working with others; presents information, ideas and positions in a clear manner that can easily be understood across diverse and multi-cultural audiences. ● Innovation and Change: Demonstrates creative and imaginative thinking, an openness to new ideas, and an ability to take calculated risks in order to meet organizational objectives. ● Leadership: Able to guide and direct the efforts of team members by presenting a clear vision, delegating responsibilities and providing constant support and feedback. ● Strategic Thinking and Global Mindset: Addresses organizational objectives by developing calculated approaches that integrate an openness to an awareness of diversity across cultures.
<p>Functional Skills</p>	<ul style="list-style-type: none"> ● Knowledge and/or experience in developing implementing campaign communications strategies and delivering high impact campaigns across different platforms and channels ● Knowledge and/or experience in engaging and building diverse communities and audiences ● Strong personal organizational skills and interpersonal communication skills, including the ability to manage multiple projects with competing priorities and timelines, and the ability to handle constantly evolving work ● Knowledge and/or experience in producing content, identifying new communication tools, trends and techniques ● Excellent written and spoken English and Filipino. Fluency in other relevant local language/s is a plus

	<ul style="list-style-type: none">● Creative and has eye for detail● Mature, hardworking, confident, enthusiastic, proactive and team player● Willing to travel and work outside of official business hours as required
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Specific Work Environment:

- This position requires the employee to have a flexible approach and ability to adapt and work in different and challenging work and cultural environments, which may include flexible working arrangements.
- Willingness to travel
- The applicant must agree to review and comply with GPSEA’s Code of Conduct, as well as other relevant staff policies.

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

Sick Leave: 30days

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 and life 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 a Letter of Motivation, explaining why you are qualified for the position, and to fill out the Application Form. Send the two documents to jobs.ph@greenpeace.org.

Deadline for Applications: February 16, 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.ph@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. Kindly use the position you are applying for and your full name as file name for your application form. (i.e Communications Campaigner Juan dela Cruz)
5. If you have questions, kindly email jobs.ph@greenpeace.org.

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