



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 26 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, 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, excluding the direct dialogue fundraisers.

## **THE POST: Oceans Communications Officer (1 year contract)**

### **Position Summary**

This position is a 1-year-contractor and has the possibility of another 1 year extension. The Oceans Communication Officer is assigned to fully support Ocean Campaign projects both national and regional-global level.

The campaign projects address the issues of illegal fishing, human rights in fisheries and ocean protection. In certain situations, as determined by internal and external events and upon the consideration and recommendation of the Country Director, the officer is expected to support other Greenpeace's oceans campaign projects in national, regional and global level, as needed.

### **Key Duties**

#### **1. Develop and Implement Communication Strategies for Greenpeace Oceans Campaign**

- Working with teams, lead the development and implementation of communication, media, social media and digital strategies for Greenpeace Oceans projects, in collaboration with Programme and Engagement Units.
- Identify evidence and research based opportunities (ie. desk and field research findings of an Oceans Regional project) 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 target audiences. 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
- Working with Country and Regional Digital teams, to build and contribute to Greenpeace presence in media and on social media including regular updates and personal communications with followers
- Working with the Oceans Project Team and with Regional 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 a profile and good relationships with key constituents.

## **3. Any other duties as required and agreed by line manager**

### **Educational Background & Fundamental Qualifications**

<b>Level of Education:</b>	Bachelor's Degree
<b>Field of Study:</b>	Communications, Digital media, Journalism, or in relevant fields
<b>Work Experience:</b>	Demonstrated a minimum of 3 years experience in related industry, with clear success

	Experience in an environmental/activist organization (work on Oceans issues) is desirable.
<b>Training or Certificate:</b>	n/a

**Competencies and Skills**

<b>Organizational Competencies</b>	<p><b>Professionalism:</b> Knowledge and/or experience in managing conduct and emotions in a way that represents the values and realizes the objectives of the organization</p> <p><b>Teamwork &amp; Communication:</b> 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 multi-cultural audiences</p> <p><b>Innovation &amp; Change:</b> Knowledge and/or experience in reflecting creative and imaginative thinking, an openness to new ideas, and an ability to take calculated risks in order to meet organizational objectives</p>
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<b>Functional Skills</b>	<ul style="list-style-type: none"> <li>● Knowledge and/or experience in communications, media liaison, digital campaigning, digital communications, online campaigns and delivering high impact campaigns across channels</li> <li>● Knowledge and/or experience in engaging and building diverse communities and audiences across digital channels</li> <li>● 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</li> <li>● Knowledge and/or experience in producing content, identifying new digital tools, trends and techniques</li> <li>● Fluent in Thai, excellent written and spoken English</li> <li>● Specific experience and knowledge of at least one of the following functional areas: <ul style="list-style-type: none"> <li>- Content strategy and management</li> <li>- Digital content and engagement management</li> <li>- Data management and analysis (monitoring and provide media and digital report for project team)</li> <li>- Exceptional writing and editing skills, particularly in creating content for one or more digital channels</li> </ul> </li> </ul>
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**Specific Work Environment**

This position requires the employee to have a flexible approach and the ability to adapt and work in different and challenging work and cultural environments, which may include flexible arrangements working in challenging field and frontline work environments.

**THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST**

**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.

**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 form

and email to:

[jobs.th@greenpeace.org](mailto:jobs.th@greenpeace.org)

**Deadline for Applications: March 3, 2020**

We regret that we shall be unable to acknowledge receipt of the form but should you wish to confirm that we have received your application, please call our office at tel. +66 3571921.

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. Make sure you email the form to the correct email address ([jobs.th@greenpeace.org](mailto:jobs.th@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.

3. If you have questions, kindly email [jobs.th@greenpeace.org](mailto:jobs.th@greenpeace.org).

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