

Job Description

Head of Creative Confrontation

Department	Program
Reports to	Program Director
Direct Reports	Nil - <i>works closely with contractors, interns and volunteers</i>
Grade	Grade 5
Status	Permanent, Full-time
Location	Greenpeace's normal places of business and or employee's home (on request)

Role Purpose

Greenpeace undertakes peaceful, creative confrontation and communication as an integral part of its campaigns. The purpose of the Head of Creative Confrontation is to develop and implement innovative and creative activities that further Greenpeace Australia Pacific (GPAP) campaign objectives.

This role understands campaigning and how to reach target decision-makers both on and offline while engaging people along the way. This role will work across the organisation to develop, implement and evaluate our creative confrontations. The Head of Creative Confrontation organises and manages people in complex and often tense situations. This role captures a high awareness of risk (health, safety, legal etc.) and consequences of actions, and aim to mitigate risk where possible.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key metrics

Strategy/Project Management

Internal and External Relationships

Support Management

Innovation and Engagement

Content Creation

Finance and Administration

Compliance with Framework Conditions

Role Responsibilities

Project and Event Management

Key Metric

How Success is Measured

Effectively led and participated in the research, creation, development and implementation of actions to support campaign objectives

- Lead the creation, development and implementation for creative confrontational interventions to further campaign objectives
- Execute research and development for audience-centered actions that are tailored using insights to inspire audiences to act
- Support field research and investigations for campaign projects
- Ensure that health and safety procedures are strictly adhered to by all people in direct actions and related activities
- Actively participate in and or lead project teams, as required
- Arrange legal advice in relation to creative confrontations.
- Other tasks as directed by the Program Director or delegates.

Internal and External Relationships

Key Metric

How Success is Measured

Effectively fostered and maintained relationships with a network of Greenpeace stakeholders (national and international), and represent Greenpeace publicly

- Build and maintain a network of external contractors, specialists and advisors throughout the region to assist with the research, preparation and delivery of innovative campaign projects
- Build and maintain a global network with stakeholders and associates in other Greenpeace offices worldwide.
- Represent GPAP with GPI, in public activities, the media and with other NGOs on creative confrontation and campaign issues as directed by the Program Director or Campaign Manager
- Engage with specialist GPAP activist teams.

	<ul style="list-style-type: none"> Build and hold relationships with people in the creative and tech industries, and other potential allies, with the aim of engaging them in creative confrontations.
Support Management	
Key Metric	How Success is Measured
Effectively mitigated risks through the implementation of safety protocols and supervision/oversight of projects and people	<ul style="list-style-type: none"> Undertake or arrange risk assessments for all 'high-risk' field work for GPAP and ensure that appropriate safety and security protocols and procedures are developed to manage and mitigate these risks Supervise, and coordinate contractors and volunteers working on projects as required Lead teams of people in complex and stressful situations. Support events projects across the organisation as directed by managers, including PR events, media conferences, fundraising events, public engagement events, ship visits, etc.
Innovation and Engagement	
Key Metric	How Success is Measured
Grow the impact of our creative confrontations by engaging strategic audiences and delivering diverse and compelling activities	<ul style="list-style-type: none"> Solicit the input of creative and innovative thinkers from inside and outside of the organisation, including artists, performers and entertainment technologists. In order to optimise engagement and potential impact of creative confrontation Research, design and develop creative concepts using insights about audiences and communications trends. Understanding of new technologies and how to use them to develop creative confrontations. Deployment of innovative and spectacular artistic, creative and entertainment tools and techniques to achieve impact. Participate in outreach activities to build the profile of GPAP.
Content Creation	
Key Metric	How Success is Measured
Developed and delivered engaging, content, actions and communications to inspire audiences to act	<ul style="list-style-type: none"> Create and deliver engaging creative confrontations to reach target audiences and cause them to act. Responsible for the design and delivery of event production to ensure that it is suitable for technical audio visual capture and high quality distribution
Finance and Administration	

Key Metric	How Success is Measured
Accurately reported and effectively managed of project budgets	<ul style="list-style-type: none"> • Manage project budgets and expenditure as directed by the Program Director • Develop and managing budgets relative to Creative Confrontation • Oversee the maintenance and security of creative tools and equipment • Prepare regular operational and activity reports, as required.
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Compliance with relevant Greenpeace policies and ensures that activities have not put Greenpeace into disrepute	<ul style="list-style-type: none"> • Abide by Greenpeace Australia Pacific Code of Conduct and Integrity policies • Ensure that personal or campaign activities will not bring Greenpeace into disrepute (in case of any doubt, you will be expected to discuss the issues with the Program Director).

Role Requirements

Knowledge

- Understanding of campaigning and how to reach decision-makers on and offline
- Understanding of the role of creative confrontation and spectacle in creating social and political change
- Understanding of how research works – desktop research and field research
- Knowledge and experience of Workplace Health and Safety (WHS) regulations.

Skills

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- Highly organised and excellent stakeholder communication skills
- Competent in conducting risk assessments for events or other field work
- Ability to conceive and produce events, spectacles and creative confrontation
- Ability to facilitate and lead groups in stressful situations
- Volunteer and stakeholder management
- Exceptional interpersonal and negotiation skills
- Presentation and reporting skills
- Ability to use art, performance, technology and audience insights to deliver diverse and engaging confrontations.

Experience

- At least two (2) years' experience in a similar or related role
- At least two (2) years' experience performing risk assessments and mitigation measures
- At least two (2) years' experience in coordinating and/or team-leading events, spectacles and creative confrontation

- Experience with budget management
- Experience overseeing the work of independent contractors
- Understanding of new art, performance and new technologies and the possibilities for creative confrontations.

Other Requirements

- Current driving license
- Ability to use drones, communication equipment and other technical devices (desirable)
- Art making or trade skills that can be applied to props making (desirable).

Employee Commitment

Signature:

Date: