

# Job Description

## Campaigner

<b>Department</b>	Program
<b>Reports to</b>	Campaign Manager
<b>Direct Reports</b>	Nil - <i>works closely with contractors, interns and volunteers</i>
<b>Grade</b>	Grade 6
<b>Status</b>	Permanent, Full-time
<b>Location</b>	Greenpeace's normal places of business and or employee's home (on request) (Occasional work in unusual hours across time-zones and on weekends, with domestic and international travel as required)

### Role Purpose

A Campaigner is a multi-talented generalist, responsible for devising, coordinating and delivering strategies, campaigns and projects as new opportunities arise and existing initiatives develop.

This role will provide creativity and leadership in developing and implementing engaging campaigns, and ensure the dynamism, ambition and successful coordination of all aspects of a given campaign or project.

This role will create effective communications and mobilise masses of people to win campaigns and grow the organisation. At its core the Campaigner's role is to leverage Greenpeace's power to influence and inspire decision-makers to shift in a way that aligns with the speed necessary to solve the world's most pressing problems.

<b>Greenpeace Values</b>	<b>Greenpeace Mindset</b>
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, Planning Development and Implementation

Stakeholder Management and Representation

Engagement and Digital

Research and Analysis

Content Creation

Reporting, Finance and Budgets

Compliance with Framework Conditions

## Role Responsibilities

### Strategy, Planning, Development and Implementation

Key Metric	How Success is Measured
<p><b>Strategise, develop and coordinate effective campaigns to support Greenpeace's broader goals</b></p>	<ul style="list-style-type: none"> <li>• Develop, implement and evaluate campaign and engagement strategies</li> <li>• Lead on campaign pushes to deliver high-performing, innovative and effective online campaigns</li> <li>• Participate in the planning and implementation of campaign projects and tactics as directed by the Campaign Manager or Program Director</li> <li>• Identify appropriate data segments, monitor their communications and design effective calls to action, as part of sustained user experiences to further campaign goals</li> <li>• Monitor changes in the external environment and respond quickly to shifts in external campaign circumstances</li> <li>• Ensure campaign plans play to the organisation's strengths in creative confrontation, mobilisation, story-telling and investigations</li> <li>• Remain abreast of political and social developments that could impact campaigns and projects</li> <li>• Develop and implement strategies for campaigning with audiences online, on social media and through other communications</li> <li>• Identify and pursue fundraising opportunities in campaign design and implementation</li> </ul>

	<ul style="list-style-type: none"> <li>Other tasks as directed by the Campaign Manager and Program Director.</li> </ul>
<b>Stakeholder Management and Representation</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Built and maintained effective relationships with allies and stakeholders and, provided information to the media to contribute to the broader departmental goals</b>	<ul style="list-style-type: none"> <li>Provide information to the media, pitch stories and act as media spokes as required.</li> <li>Contribute to the strategy, planning and implementation of the cultural influencer program</li> <li>Build and maintain relationships with key organisations, allies, stakeholders and influencers to advance campaign objectives.</li> <li>Engage with policy makers to build support for our strategic goals.</li> <li>Develop and maintain key relationships within the wider Greenpeace network</li> <li>Play an active role in the broader Program Department to achieve overarching campaign and Program objectives.</li> </ul>
<b>Engagement and Digital</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
	<ul style="list-style-type: none"> <li>Introduce and implement best-practise engagement methods for campaign projects and GPAPs engagement program</li> <li>Contribute to developing and implementing digital strategies for online campaigning, social media and other communications</li> <li>Ensure campaign strategies are based on research, insights and analysis.</li> <li>Identify audiences and audience segments and derive and utilise audience insights to inform campaign design, content marketing and engagement strategies.</li> <li>Observe, track and report on key engagement indicators as part of effective public relations campaigning online and offline.</li> </ul>
<b>Research and Analysis</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Used insights to develop campaign projects, conducted research to support the program department and prepared effective analysis</b>	<ul style="list-style-type: none"> <li>Observe, track and report on key engagement indicators as part of effective public relations campaigning online and offline.</li> <li>Provide research support to the Program Department. Facilitate scientific and factual accuracy of campaign materials and assertions</li> <li>Prepare reports, research and analysis as required.</li> </ul>

<b>and reporting where required</b>	
<b>Content Creation</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Generated and guided the development of inspiring content that encourages people to act</b>	<ul style="list-style-type: none"> <li>• Generate and guide engaging and purposeful content for use across diverse channels, where content is anything that inspires a chosen audience to act, including giving financial donations - and can be as diverse as a video, email, a report, media release or direct action</li> <li>• Contribute to the design and implementation of data-informed user journeys via effective content to guide the participation experiences of campaigns.</li> <li>• Monitor and report back on the performance of this content against the projects KPIs</li> <li>• Maintain components of the Greenpeace Australia Pacific website as required.</li> </ul>
<b>Reporting Finance and Budgets</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Managed budgets and provided transparent and effective reporting on strategies, approach and implementation</b>	<ul style="list-style-type: none"> <li>• Provide transparent and effective reporting of campaign strategy, approach, implementation and progress.</li> <li>• Manage project budgets, as required</li> <li>• Prepare regular reports for Campaign Manager or Program Director as required.</li> <li>• Manage the reporting, tracking and evaluation of specific digital campaign strategies.</li> </ul>
<b>Compliance with Framework Conditions</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute</b>	<ul style="list-style-type: none"> <li>• Abide by Greenpeace Australia Pacific Code of Conduct and Integrity policies.</li> <li>• Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Campaign Manager).</li> </ul>

## Role Requirements

### Knowledge

- Strong understanding of power from a political and business point of view
- Understanding of policy and how this can shape real world outcomes
- Knowledge and/or experience in national or international campaigning

- Proven knowledge of national and international government process
- Ability to assess points of intervention/leverage to achieve outcomes
- Proven knowledge of the business sector
- How to use research, insights and analysis to develop campaign strategies

**Skills**

- Strategic analysis
- Intellectual ability to understand dynamic scientific, social and political issues
- Intellectual ability to understand legal issues necessary for the job
- Problem solving skills, and the ability to create clear, simple solutions
- Adapting communication for a range of audiences
- Proven copywriting skills
- Experience with integrated online and physical campaign methods
- Understanding of running online communities and social media
- Understanding of branding, online design, information architecture and UX
- Demonstrable experience of communication strategy development
- Demonstrable ability to work effectively with the media
- Risk (legal, reputational) assessment skills
- Demonstrable budgeting (preparing, presenting, monitoring) skills
- Presentation and reporting skills
- Ability to assess points of intervention/leverage to achieve outcomes
- Ability to foster a culture of continued learning
- Capability in our technology tools: Google Suite, Salesforce, social and marketing tooling

**Experience**

- At least three (3) years' experience in a similar or related role
- At least three (3) years' experience in a Campaigns/Organising role
- At least two (2) years experience in project management
- Experience in the development of winning strategy
- Proven experience in speaking to the public and media
- Proven ability to build and maintain strategic relationships

<b>Employee Commitment</b>	
Signature:	Date: