

Job Description

Senior Campaigner (WA Gas)

Department	Program
Reports to	Head of Clean Transitions
Direct Reports	TBD
Grade	Grade 5
Status	Full-time, 1 year fixed term contract
Location	Greenpeace normal places of business or Perth, Sydney, Melbourne

Role Purpose

This role will lead Greenpeace Australia Pacific's (GPAP) work to stop the dangerous expansion of fossil gas in Western Australia (WA). Working closely with others within the Program department, this role will devise, implement and evaluate strategies to stop fossil gas expansion in its tracks.

The Senior Campaigner is responsible for devising, coordinating and delivering our WA offshore gas campaign. They will provide creativity and leadership in planning campaigns and ensure the dynamism, ambition and successful coordination of all aspects of a given campaign project or projects. They will also raise the profile of GPAP's gas work nationally, coordinate with the campaign alliance and oversee engagement strategies for our WA Gas work.

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, Planning and Implementation

Leadership

Stakeholder Management and Representation
Research and Analysis
Content Creation
Reporting, Finance and Budgets
Compliance with Framework Conditions

Role Responsibilities	
Strategy, Planning and Implementation	
Key Metric	How Success is Measured
Strategised, developed and coordinated effective energy transition campaign to support Greenpeace's broader goals	<ul style="list-style-type: none"> • Lead the development and implementation of an ambitious, dynamic WA gas campaign strategy and projects in a complex and rapidly changing campaigning landscape • Ensure individual projects have strategies and tactics that are aligned with GPAP and Greenpeace International goals and guidelines • Ensure all campaigns are built around highly effective mobilisation, storytelling, political, corporate, community and/or business campaigning as appropriate • Develop, test and implement and assess frameworks for expected and likely real-world developments, to maximise campaign opportunities as they arise • Lead and/or coordinate defined projects that contribute to the implementation of agreed campaign strategies • Develop a project review system to ensure continued responsiveness to real-world events.
Leadership	
Key Metric	How Success is Measured
Effectively managed campaign and projects and worked across teams to ensure strategic goals were met.	<ul style="list-style-type: none"> • Manage and develop staff and contract project staff, acquiring necessary expertise as required • Develop effective campaign fundraising strategies with the Fundraising Department, with other Greenpeace offices, and with Greenpeace International, and liaise with funders as required • Lead team meetings and processes as appropriate, and delegate tasks to ensure clear responsibility and workload amongst team • Proactively liaise with other national and international colleagues, projects and offices maximise the cohesion and effectiveness of Greenpeace's WA campaign program • Identify gaps and needs in the WA gas campaign team, and bring those to the attention of the Campaigns Manager

	<ul style="list-style-type: none"> Manage the workload of specific staff where delegated by the Program Director, including: allocating work, setting objectives and standards for tasks, monitoring performance on tasks, evaluating results and giving feedback
Stakeholder Management and Representation	
Key Metric	How Success is Measured
Built and maintained effective relationships with allies and stakeholders and, provided information to the media to contribute to the broader departmental goals	<ul style="list-style-type: none"> Develop and maintain high-level networks and relationships with relevant stakeholders, partners and allies (political, corporate, NGO, grassroots) Actively represent Greenpeace and specific campaign projects to external public, media, political and business audiences and events, including speaking to the media across a range of campaign issues. Develop and maintain key relationships within the wider Greenpeace network Engage with policy makers to build support for WA gas campaign strategic goals. Develop and maintain key relationships within the wider Greenpeace network Play an active role in the broader Program Department to achieve overarching campaign and Program objectives.
Research and Analysis	
Key Metric	How Success is Measured
Strategically scoped new projects, developed funding proposals, crowdfunder targets , and determined strategic pivots.	<ul style="list-style-type: none"> Ensure campaign strategies are based on research, insights and analysis. Facilitate scientific and factual accuracy of campaign materials and assertions Prepare reports, research and analysis as required.
Content Creation	
Key Metric	How Success is Measured
Generated and guided the development of inspiring content that encourages people to act	<ul style="list-style-type: none"> Generate and guide engaging and purposeful content for use across diverse channels, where content is anything that inspires a chosen audience to act - and can be as diverse as a video, email, a report, media release or direct action Maintain components of the GPAP website as required.
Reporting, Finance and Budgets	
Key Metric	How Success is Measured

Managed budgets and provided transparent and effective reporting on strategies, approach and implementation	<ul style="list-style-type: none"> • Provide transparent and effective reporting of campaign strategy, approach, implementation and progress. • Manage campaign project budgets • Prepare regular reports for funders, the Campaigns Manager or Program Director as required.
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute	<ul style="list-style-type: none"> • Abide by Greenpeace Australia Pacific Code of Conduct and Integrity policies. • 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 Campaigns Manager).

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

Skills

- Excellent communication skills including content creation skills
- Demonstrable communication strategy expertise
- Demonstrable ability to work effectively with the media
- Risk (legal, reputation) assessment skills
- Demonstrable budgeting (preparing, presenting, monitoring) skills
- Presentation and reporting skills.
- Problem solving skills, and the ability to create clear, simple solutions
- Adapting communication for a range of audiences
- Ability to assess points of intervention/leverage to achieve outcomes
- Ability to foster a culture of continued learning
- Ability to work autonomously without supervision
- Strong influencing skills – the ability to lead diverse teams to achieve agreed goals, and to drive work without direct authority.

Experience

- Proven experience in the development and deployment of a winning strategy
- At least five (5) years' experience in a Campaigning role
- Proven experience in speaking to the public and media
- Proven ability to build and maintain strategic relationships

- Project management, planning and organising, including the ability to effectively adjust plans to rapidly changing circumstances
- At least three (3) years' experience with people (Contractor and staff) management experience
- Time management, in particular the ability to plan, organise and prioritise multiple projects and maintain tight deadlines.

Employee Commitment	
Signature:	Date: