

JOB DESCRIPTION

SENIOR CAMPAIGNER

Department	Program
Reports to	Head of Climate and Energy
Direct Reports	Nil – works closely with contractors, interns and volunteers
Grade	Grade 5
Status	Full-time, Permanent position
Location	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) <i>Preferences: Sydney, Melbourne, Darwin</i>

Role Purpose

The Senior Campaigner is responsible for devising, coordinating and delivering priority campaigns aligned with Greenpeace Australia Pacific's (GPAP's) three year plan. The role is responsible for shaping campaign strategies and translating them into ambitious, dynamic and effective campaigns that build power and drive meaningful change.

The Senior Campaigner will lead the development and implementation of campaign strategies, bringing together teams across GPAP and working with movement allies, communities and other key stakeholders to build collective power and deliver campaign outcomes. The role will also contribute to strengthening the profile, influence and impact of GPAP's campaigning internationally, building strong relationships and coordination across the wider Greenpeace movement.

Working closely with the broader Campaigns team, the Senior Campaigner will help create clarity around GPAP's campaign goals and develop compelling pathways to achieve them. This includes identifying opportunities, developing creative campaign approaches, coordinating tactics and adapting strategies in response to the external environment. The role will play an important part in strengthening GPAP's long-term campaigning capability and impact.

The role's portfolio will span priority climate and energy issues, including campaigns to stop the expansion of gas extraction, use and export from Australia, alongside key emissions policies, data centres, extreme weather events and Australia's international fossil fuel exports.

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	• Lead the development and implementation of an ambitious, dynamic 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
Leadership	
Key Metric	How Success is Measured
Effectively managed campaign and projects and worked across teams to ensure strategic goals were met.	- Manage and develop staff and contract project staff, acquiring necessary expertise as required - Build relationships with staff in other teams working on the campaign, in order to effectively coordinate campaign strategies and projects. - 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 to maximise the cohesion and effectiveness of GPAP's campaign program - Identify gaps and needs in the Climate and Energy campaign team, and bring those to the attention of the Head of Climate and Energy.
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	- 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 GPAP's strategic campaign 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	Creates strategic campaign plans, integrating stakeholder feedback.

projects, developed funding proposals, crowdfunder targets , and determined strategic pivots.	• 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	• Generate and guide engaging and purposeful content for use across diverse channels, for example guiding team members to produce video, email, a report or a media release. • Generate and guide engaging and purposeful content related to non-violent direct action, with responsibility for ensuring political and campaign context and integration of the tactic into the overall campaign strategy. • 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	• Provide transparent and effective reporting of campaign strategy, approach, implementation and progress. • Manage campaign project budgets, as required • Prepare regular reports for funders, the Head of Climate and Energy 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	• 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 Program Director).

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
- Understanding of how strategic campaigning impacts politics.
- Knowledge of national and international government process
- Proven knowledge of Australian policy, especially the regulation of gas projects (desired)
- How to use research, insights and analysis to develop campaign strategies

Skills

- Excellent communication skills including awareness of what makes good content.
- 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 or similar 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 (1) years' experience managing people (contractor, staff or volunteers) or managing a project which involves coordinating other teams under your direction.
- Time management, in particular the ability to plan, organise and prioritise multiple projects and maintain tight deadlines.

Employee Commitment	
Signature:	Date: