



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 our Earth to nurture life in all its diversity. At the heart of Greenpeace's campaigns is the tradition of non-violent direct actions against environmental abuses and destruction.

Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action.

Greenpeace, an international environmental non-government organization, is comprised of 27 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 abuses. 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 the first office in Southeast Asia in 2000. Since then 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 on pressing environmental issues concerning our climate, forests, oceans, food, plastic, liveable cities, as well as social justice.

Greenpeace has four offices in Southeast Asia (GPSEA)—in Indonesia, Malaysia, the Philippines, and Thailand, with each office is composed of Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, and Operations Support (Human Resources, Finance & Administration, Information Technology, Security). Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the Direct Dialogue Fundraisers.

THE POST: BSC OCEAN MEDIA AND COMMUNICATIONS OFFICER

Position Summary

The Ocean media and communications officer will be responsible for designing, developing, and implementing effective internal and external communications strategies. Primary duties include developing media and communications campaigns from planning to implementation including, social media content development and holding media relations.

The Beyond Seafood Campaign addresses 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 advice from the Oceans Campaign Team Leader - Indonesia, the successful candidate / incumbent is expected to support other Greenpeace's cross-campaign projects in national, regional and global level.

This is fixed term for initial one year based in Jakarta, Indonesia

Duties and Responsibilities

- Develop media and communications plan including media outreach and its potential partnership assessment for the project in alignment with global and regional objectives as well as Greenpeace Indonesia country objectives.
- Develop media and communications content including blogs, press releases, media advisory, media brief, talking points, social media materials, internal Q&A and other communication materials
- Develop overarching narrative for the Beyond Seafood campaign, ensuring alignment with global, and regional project narratives and GP Indonesia country narrative. .
- Map out strategic roll out of Beyond Seafood communication contents to ensure engagement targets are reached this include sequencing of communications/engagement products, reports, investigations, and external communication opportunities with allies/partners.
 - Monitor media and communications results of the project against set project and country objectives.
 - Draft, develop and finalize GPSEA-ID BSC communications plan (traditional media and social media)
 - Lead and work with ID, SEA and Global communications teams on how to localize international relevant stories and vice versa to internationalize the local relevant stories for wider audiences beyond Indonesia.
 - Initiate, facilitate and participate in the regular communications regional-global-national project team meetings, as well as in the project planning and evaluation.
 - Provide regular updates on communications and media performance of the project in relation to project and country objectives
 - Work and coordinate closely with GPSEA-ID Oceans Campaign Team Leader, ID Ocean Campaigners, BSC Global communications and engagement, regional and national Communications teams in, GPID and teams/staff/contractors in Indonesia.to ensure alignment and timely delivery of outputs
 - Coordinate with GPI and other NROs, especially those involved in the project for use/sharing of content and communications campaign experiences Participate in the weekly, bi-weekly and monthly calls/online-meetings with ID-Ocean Campaign Team, the Beyond Seafood Engagement global teams.
 - Contribute in capacity building on digital campaigning and communication skills for our volunteers and allies.
 - Once assigned by Line Manager and/or Task Giver, will maintain and establish coordination and collaboration with external organizations/partners and/or other media/journalists.
 - Once assigned by Task Giver and/or Line Manager, will attend and represent GPSEA-ID BSC teams to attend/represent (as participant and/or speaker) and/or to conduct joint skill-sharing arranged for or held by Greenpeace's allies/partners.
 - Lead Media and communications work of GPSEA-ID BSC work, including but not limited to the issues of illegal fishing, human rights in fisheries, and ocean protection and assist with its analysis, finalization, and report writing.
 - Lead the monitoring and evaluation on the implementation of Beyond Seafood media and communications strategy
 - Monitoring and evaluating the performance of GPSEA Beyond Seafood campaigns online output(s) pushes and reach through different channels.
 - Monitoring, evaluation and learning (MEL) on Beyond Seafood Campaign project communications/media campaign outputs (including the media coverage monitoring).

Skill and Experience Requirement

- **Education:** Minimum Bachelor's degree (S1) in Communication and Public Relations, Journalism or other relevant degrees

- **Experience:** at least 5 years similar/relevant work experience with public interests and/or civil society organizations.
- **Competency:**
 - **Development of Communication Plan (social media and traditional media)**
Able to lay out a clear communications plan for the project, taking into account the project objectives and country objectives
 - **Written and Verbal Communication:**
Able to convey information clearly and effectively in Indonesian and English.

Excellent writing skills in Indonesian and English.
 - **Media Engagement/Relations:**
Experience in establishing and managing relationships with media and journalists.

Skills in writing and distributing press releases.
 - **Digital Design and Content:**
Basic skills in graphic design (e.g. Adobe Photoshop, Illustrator) are a plus.

Understanding of video production and multimedia content.
 - **Social media skill:**
 - Advance skills and experience in social media platforms/channel management and online community management (Facebook, Instagram, Tiktok, X, LinkedIn, etc.).
 - Understanding of content strategy and social media analytics.
 - **Project Management and Analytical skills**
 - Able to manage communications projects from start to finish.
 - Ability to multitask and manage time well.
 - Ability to analyze data and metrics to measure the effectiveness of campaign communications.
 - **Additional Qualifications:**
 - Experience in an NGO/CSO work environment and has the same values as Greenpeace.
Knowledge and/or experience in working with volunteers.
 - Have good interpersonal skills (communication, listening and giving feedback).
 - Ability to work in a team and collaborate across functions.
 - Creativity and initiative in developing innovative communication ideas.
 - Ability to work under pressure and meet tight deadlines
 - High integrity and professionalism.
 - Storyteller
- **Notes:**
Specific Work Environment

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

THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST

WORKING HOURS

Normal hours of work for full time Employee will be forty (40) per week or (5) days in a week, at 8 hours per day excluding an hour lunch break. This will be from Monday to Friday, between the

hours of 8:30 am to 5:30 pm. Ordinary hours of work may be varied as agreed between staff and the line managers.

LEAVE

A fixed -term employee will be entitled to the following leaves:

Annual Leave: 20 days

Parental Leave: As per labor laws and Greenpeace policy

Compassionate leave: maximum of 5 days for the death of significant others

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.

INSURANCE

Greenpeace provides health insurance and travel insurance to its employees.

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 Southeast Asia is an equal opportunity employer with a longstanding commitment to providing a work environment that respects the dignity and worth of each individual. We recognize and value the benefits and strengths that diversity brings to our employees and the whole organization and we thrive in an environment that encourages respect and trust. We do not discriminate in employment opportunities or practices on the basis of age, ancestry, citizenship, color, disability, ethnicity, family or marital status, gender, gender identity or expression, national origin, political affiliation, race, religion, sexual orientation, veteran status, or any other legally protected characteristic. Selection will be in accordance with objective, job-related criteria and the appointment will be on the basis of the 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 (1) write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace, (2) fill out the attached Application form and email to jobs.id@greenpeace.org

Deadline for Applications: 21 July 2024

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. Write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace and complete all items in the application form. Remember that this will be our basis for shortlisting candidates. **Curriculum Vitae (CVs) will not be accepted.**
3. Make sure you email the form to the correct email address (jobs.ph@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.
4. If you have questions, kindly email jobs.id@greenpeace.org

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