

JOB DESCRIPTION

Job family (Internal): Digital Communications Strategist

Role (Internal): Realise

Level this JD covered (Internal):

L1 - Digital Strategist

L2 - Digital Strategist

L3 - Digital Strategist

L4 - Digital Strategist

Reports To: Communication Manager / Programme Director (Japan)

Effective from: 28th March, 2018

PURPOSE and SCOPE OF THE JOB

Overall purpose of the job

The Digital Communication Strategist is responsible for developing and implementing online news-making plans to further Greenpeace campaign and organizational goals. This role aims to strengthen Greenpeace's capacity to utilise online and mobile communications to influence the public discourse and media agenda, and to align public opinion towards Greenpeace campaigns and principles to protect the environment.

Scope

The post holder works under the direction of the Communications Team Leader and/or Programme Director, and assumes responsibility for leading news-making through online channels for Greenpeace campaigns in the office where the position is based and internationally, with emphasis on widening the reach of Greenpeace campaign exposure and building influence through digital media.

The post holder demonstrates a certain level of independence and initiative in managing online communications, and will usually work within a multi-disciplined team in the planning, development and implementation of communications strategies.

Decisions made by the post holder significantly impact the success of a defined project and/or area of communications. Judgment and initiative are required in leading and managing a defined project and/or area of communications. Discretion is exercised in handling confidential and sensitive information.

This position requires specialized skills and experience in utilizing digital channels and technologies to influence the news and public agenda.

The post holder may exercise supervisory responsibility to 1 position if required by the manager. The post holder provides direction and guidance to external consultants and temporary staff, as required.

RESPONSIBILITIES 責務

Conceptual tasks, Strategy development and/or Project management

- Work with project teams to develop and execute digital influence and news making strategies to help achieve campaign objectives
- Develop digital strategies for increasing Greenpeace visibility and deepening understanding of Greenpeace mission and values.
- Provide strategic analysis of trends in digital communications/influence and recommendations for resulting opportunities

Implementation

- Create professional and engaging multimedia contents to reach online population, key decision makers and powerful influencers to achieve campaign goals.
- Monitor external online trends, discussions and developments to identify opportunities to utilise for project or organisation goals.
- Identify and expand Greenpeace communication channels online and on mobile.
- Develop and maintain partnerships with internet, mobile and media companies. 。
- Build a network of influencers (including, politicians, powerful bloggers, twitterians) for wider online reach to strengthen Greenpeace ability to shape the public agenda.
- Build a pool of freelance professionals to help design and produce multimedia content when required.

Support/ Coaching/ Leadership

- Foster a broader understanding of how digital media can influence the public discourse and agenda in the wider communications and campaign teams.

Compliance/ Keeping Framework Conditions

Produce regular internal reports, evaluating performance of responsible areas against communications and campaign objectives.

Ensure that Greenpeace identity and visual guidelines are adhered to and implemented.

Advise proactively in the development of standardized guidelines and online tools in line with the best industry practices.

Competency Profile

1. Coordinate & Implement Plans 3
2. Demonstrate Resilience 3
3. Work with others 3
4. Influence Others 3
5. Build Support 3
6. Champion for Change 2
7. Critical thinking 2
8. Strategic thinking 2

- 9. Demonstrate Expertise 2
- 10. Engage Supporters 2
- 11. Build Networks 2
- 12. Make decisions 2
- 13. Act with Integrity 3

Skill and expertise required

Understanding of the digital communications landscape and how it influences social discourse

Work environment

Be on call after hours and on weekends as requested.

The position may be required to work under pressure and in physically or mentally challenging situations.

The position works in a standard office environment, and is required to travel to other Greenpeace offices, campaign locations or locations where environmental problems require the presence of Greenpeace representatives.

Preferred Candidate Profile 望ましい候補者像

Ability to keep calm and work effectively under pressure.

Ability to work across a variety of issues, under pressure of deadlines and changing priorities and to work unsocial hours as necessary.

Compensation Info. (for Job ad)