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**SOUTHEAST ASIA**

**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: MULTIMEDIA STORYTELLER**

**Position Summary**

The Multimedia Storyteller, reporting to the Communications and Digital Manager, plays a crucial role in supporting the Ship Tour happening this year in the Philippines and assisting Greenpeace’s general communications work. In addition to creating impactful photo and video content, this role entails hiring, overseeing, and maintaining relations with freelancers such as photographers, video editors, and videographers. The role also takes charge of managing the organization's online media library/files repository and the office creative studio. Furthermore, this role involves actively engaging core country audiences (CCA); and contributing to the development of an integrated country multimedia plan, audience journey plan, and short video strategy to support the organization's campaigns and initiatives.

The Multimedia Storyteller, in coordination with the communications and engagement units, will be responsible for effectively telling the unique story of Greenpeace to our audiences, capturing the essence of our mission and values through compelling visuals and narratives.

This is a full-time fixed-term position based in Manila Office.

**Duties and Responsibilities:**

* MULTIMEDIA PLANNING

Contribute to the development of the following: (1) an integrated country multimedia plan that aligns with campaign objectives and priorities; (2) an audience journey plan that aims to resonate with the different organizational audiences in various stages of their engagement; and (3) a short video plan/strategy to effectively amplify our work on platforms such as TikTok and YouTube to support the organization's campaigns and initiatives

* TREND ANALYSIS

Stay informed about current trends and best practices in photo and video storytelling and incorporate them into the content creation process.

* CONTENT CREATION:

Conceptualize, document, and edit compelling photo and video content that aligns with the organization's messaging, campaign goals, and brand guidelines.

* MEDIA LIBRARY
  + Maintain and organize the organization's online media library and files repository.
  + Ensure easy access to video assets for internal teams and external partners.
  + Implement effective metadata tagging and labeling systems to facilitate efficient content search and retrieval.
* CREATIVE STUDIO
  + Manage and maintain the organization's office creative studio, including equipment, software, and other resources.
  + Coordinate studio bookings and ensure its availability for video production projects.
  + Train and support staff in utilizing the creative studio for their video production needs.
* Collaborate with the communications and campaign teams to develop creative concepts and storylines that resonate with the target audience.
* FREELANCER RELATIONS
  + Identify, hire, and manage a network of freelancers, including photographers, video editors, and videographers.
  + Maintain strong relationships with freelancers, providing clear guidelines, feedback, and deadlines for their work.
  + Oversee the work of freelancers to ensure the timely delivery of high-quality photo and video assets, including the preparation of creative briefs in collaboration with the comms and project leads
* AUDIENCE ENGAGEMENT
  + Engage core country audiences through the creation of compelling video content that educates, inspires, and mobilizes.
  + Oversee the organization's YouTube channel, including content strategy, optimization, and audience engagement.
  + Assist in the distribution of photo/video output to media organizations when necessary
* REPORTING
  + Gather performance insights of multimedia content across distribution channels
  + Contribute to regular project/program reports and/or other reports as needed
* Set timelines and deliver content production plans for multiple projects simultaneously, as required. Monitor and identify production delivery and editorial standards issues and ensure effective coordination of production activities and resources.
* Set and monitor production standards and compliance to meet Greenpeace identity and editorial standards and principals, industry-standard production specifications, and licensing and copyright laws. Deliver training to build national multimedia creative capacity and understanding of production skills and techniques, content optimization, and linked content-based analytics and metrics for monitoring and evaluation purposes of audience engagement and impact.

**Skills and Experience Requirements:**

* Proven experience (at least 3 years) in video content creation, including filming, editing, and post-production techniques. Knowledge of, and expertise in, mobile-first visual production techniques and standards is a plus
* Proficiency in editing with industry-standard software such as Final Cut Pro, Adobe Premiere Pro, Adobe After Effects, or similar tools
* Experience in making editorial judgments using content principles and knowledge of copyright and licensing regulations
* Experience in managing freelancers, coordinating projects, and maintaining media archiving systems, including cataloging and keywording is desirable
* Familiarity with social media platforms, online distribution channels, and emerging video trends
* Strong organizational and project management skills, with the ability to handle multiple tasks and meet deadlines.
* Exceptional written and spoken English, fluency in one or more Filipino languages/dialects is a plus
* Passion for the environment and a deep understanding of the different environmental challenges facing the Philippines and the world
* Flexibility around working hours

**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 employee will be entitled to the following leaves:

Annual Leave: 20 days

Sick Leave: 30 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 offers 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 development objectives are identified and prioritized.

**EQUAL EMPLOYMENT OPPORTUNITY**

Greenpeace is committed to the principle of Equal Employment Opportunity for all employees, regardless of sex, marital status, nationality, religion, age, sexual orientation and any other characteristics unrelated to the performance of the job. Selection will be in accordance with objective, job related criteria and the appointment will be on the basis of 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 a 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 it to [jobs.ph@greenpeace.org](mailto:jobs.ph@greenpeace.org)

Deadline for Applications: 04 August 2023

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.ph@greenpeace.org](mailto:jobs.ph@greenpeace.org)

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