

**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: REGIONAL BRAND AND COMMUNICATIONS MANAGER**

**Position Summary**

As the Regional Brand and Communications Manager at Greenpeace Southeast Asia (GPSEA), your role will be critical to ensuring that we are seen as **trustworthy, credible, and relevant to our audiences**, and as a **formidable force to our adversaries**.

Essential to success in this role is your ability to unravel complex ideas, presenting them in a way that captivates and motivates the people we are trying to influence. You'll lead a small creative team where your focus will be on content marketing and creative campaigning in the Southeast Asia region but will be expected to collaborate with people around the world.

Together, we'll reinforce Greenpeace’s identity and brand, ensuring that it shines through everything we do. You will be fostering collaboration and generating innovative ideas, both internally and with external partners. Additionally, you'll play a key role in crisis response, ensuring that we are prepared and equipped to handle any challenges that come our way.

* Provide expert guidance and training in creative copywriting and narrative development to enhance communication and content marketing strategies.
* Effectively manage and lead a small creative team, fostering a collaborative and high-performance work environment.
* Influence and inspire local teams to own and implement identity guidelines, ensuring consistent and impactful local representation of Greenpeace Southeast Asia.
* Cultivate and expand the facilitation and design capacity of the organisation. Lead creative ideation sessions with internal and external stakeholders.
* Ensure crisis response readiness by collaborating with offices to implement and update risk mitigation strategies. Provide hands-on communications leadership should a crisis arise.
* As a creative thought leader for the organization, you will be spearheading innovative, intelligent, collaborative, and creative initiatives to inspire and engage people in meaningful actions.

This is a full-time fixed-term position for 2 years based in any of the GPSEA Offices.

**Duties and Responsibilities:**

* Develop, adapt, and help teams to implement **long-term integrated creative communication strategies** aligned with the Greenpeace mission and goals based on data and insights
* Develop **capacity in staff and volunteers** to facilitate, design, and deliver strategic creative content and activities that increase public trust and recognition and have an impact on organizational goals.
* Collaborate and conduct research and analysis to identify industry **trends**, **audience preferences**, and communication **opportunities**, and modify strategies accordingly.

Cultivate internal understanding and pride in working with Greenpeace, transforming employees into passionate brand ambassadors

* Provide expert guidance and training in **creative** **copywriting, narrative development**, and visual storytelling, adapting approaches to meet specific needs.
* **Execute creative projects** and initiatives in line with established goals and objectives, adapting plans to changing circumstances.
* **Monitor and evaluate** the effectiveness of creative and communication strategies, making necessary modifications to maximize impact.
* Work closely with offices on ensuring risk mitigation strategies are up to date to the country context and **lead crisis response** communications where required
* Build strong **relationships with internal stakeholders**, such as country directors, project leads, and fundraising teams, fostering collaboration and effective communication.
* Advise and enhance the capacityto internal teams on creative engagement strategies including backlash and media training. Foster an environment of knowledge sharing and best practices through leading an **active community of practice**.
* Provide clear and concise recommendations for creative and engagement testing and optimization, based on data-driven insights and analysis
* Provide the strategic steer for GPSEA regional channels, fostering a testing culture to constantly improve and optimize approaches and channels for reaching and activating audiences.
* Have oversight and advice on creative production, including best practices, legal compliance, and media library management
* Network with external stakeholders, including volunteers, partners, and the community, to establish and maintain strategic relationships.
* Advise on, and where required design and deliver training and strategic creative workshops with external communities.
* Cultivate relationships with experts in relevant fields and stakeholders to obtain necessary information and insights to inform our creative work.
* Optimize work activities, including timelines and resource allocation, to ensure efficient and effective delivery of creative projects.
* Create conditions for improved quality and consistency of output across the region, with training, tools and templates.
* Evolve project plans and strategies based on changing circumstances, emerging trends, and stakeholder feedback.
* Devise innovative approaches to project management and resource utilization for enhanced productivity and successful outcomes.
* Monitor team budget and identify issues of overspend/underspend
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**Skills and Experience Requirements:**

* Bachelor’s degree in creative communications or relevant experience
* At least 8 year experience in creative / communications/content marketing fields
* Strong skills in written and spoken English required
* Works well in crisis situations
* Ability to turn complicated issues into understandable, simple messages.
* Knowledge and/or experience in developing and managing the implementation of campaign engagement strategies
* Experience in developing/applying visual and communications guidelines
* Proven experience with digital content marketing
* Experience in facilitating large groups to creative outcomes.
* Familiar with applying data and insights to your work
* Confident, enthusiastic, proactive, and team player
* Willing to travel and work outside of official business hours as required
* Adept at working with people of different cultures
* Ability to work effectively in a team but also to work independently and unsupervised.

USEFUL TO HAVE

* Local languages
* Extensive contacts in relevant creative industries are an advantage
* Experience in the facilitation of design thinking or related creative methodologies
* Experience in managing people
* Familiarity with creative & campaigning tools eg Canva, CMS etc
* Strong social media presence
* An enthusiastic ability to spot trends and explore innovation

**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

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 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 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: August 21, 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.