



**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 acts to change attitudes and behavior, to protect and conserve the environment and to promote peace by:

- **Catalyzing an energy revolution** to address the number one threat facing our planet: climate change.
- **Defending our oceans** by challenging overconsumption of plastic that end up as plastic waste in our oceans, wasteful and destructive fishing, and creating a global network of marine reserves.
- **Protecting the world's ancient forests** and the animals, plants and people that depend on them.
- **Creating a toxic free future** with safer alternatives to hazardous chemicals in today's products and manufacturing.
- **Campaigning for sustainable agriculture** by rejecting genetically engineered organisms, protecting biodiversity and encouraging socially responsible farming.

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 to catalyze an energy revolution,

protect ancient forests and our oceans, create a toxics-free future and create a shift to sustainable agriculture.

Greenpeace has four offices in Southeast Asia (GPSEA) —in Thailand, Indonesia, the Philippines, Malaysia and each office is currently 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 DIGITAL MARKETING MANAGER**

### **Position Summary**

Greenpeace Southeast Asia is looking to create greater impact and play a leading role in building climate inspired people-powered movements across the region. We believe this can be delivered by understanding our audience's motivations and behaviours and using those insights to provide meaningful experiences where they will be most effective. The Digital Marketing Manager will provide strategic guidance, develop benchmarks for analysis and help implement best practice in digital community management within our national office teams, where we intend to blur the line between digital and offline. The role also includes line management of the Engagement Journey Coordinator & Digital Engagement Systems Coordinator, both regional positions.

This role requires someone who deeply understands the mobile-first digital marketing world and knows how to reach organisational goals, using owned, earned and paid channels while providing clear strategic guidance and cross-cultural people leadership. They will bring a fresh and forward-thinking perspective on digital best practices globally. Ideally, they have proven experience in online campaigning and mobilisation—from research and development to delivery and evaluation. They will take the lead in innovation around channel diversification, asks and offer clear direction on creating agency through meaningful things for people to do, digging into the potential of online activism and how that crosses over to offline.

They are well versed working with CMS, CRM tools, A/B testing, content trends, SEO & SEM, data analysis, online community management and supporter journeys creation. As a person, they should be collaborative, fun, creative, flexible, solution-oriented and ambitious.

This is a full-time position for one year, based in either Kuala Lumpur, Bangkok, Jakarta or Manila. Citizens of Malaysia, Philippines, Thailand and Indonesia are encouraged to apply.

## **Key Duties**

- Lead strategic thinking regionally, and support country office implementation of digital strategies to ensure continuous optimisation of Greenpeace Southeast Asia's digital presence and online engagement.
- Understand the market dynamics in Southeast Asia, working with regional & country teams to set benchmarks, expand engagement performance indicators and reporting, and ensure data dashboards are maintained to measure and track KPIs
- Work with teams across GPSEA to ascertain digital engagement gaps and opportunities. Analyse and provide recommendations for best practice and optimising usability, SEO, tracking and basic digital "hygiene".
- Work with country offices to develop in-house capabilities for online community management
- Provide leadership and support for your team
- Develop training/mentoring plan for digital teams to increase strategy and skill capabilities per country.
- Work with teams on strategies to diversify social media (eg perhaps stage one = further develop the whatsapp channel in ID, Line in TH, messenger bots in MY & PH)
- In consultation with Greenpeace Southeast Asia's regional Insights manager develop, evaluate and oversee the implementation of A/B testing protocols and procedures across channels, contributing to building audience-centric approaches for campaigning
- Present key information, whether verbally, visually or written, in a way that is succinct, accessible and understandable to managers and other stakeholders
- Work with selected teams to build case studies on best practice in GPSEA and ensure compliance in best practice implementation.
- Build good relationships with national Digi-comms managers across the region, and work closely with them on priority projects, developing strategies and implementation plans.
- Consult with country teams on digital open campaigning tools
- Oversee collaboration with Database team to ensure effective data flow between systems.

## **Your Key Performance Indicators include**

1. In collaboration with country/project leads, deliver digital marketing strategies for each country that will optimise efforts from limited resources, build depth in support and deliver impact.
2. Create benchmarks and goals for in-house teams to deliver
3. Provide inclusive, inspiring, enabling leadership to your team
4. Enable good collaboration with National teams, Fundraising, IT and other stakeholders in order to deliver powerful integrated supporter journeys
5. Provide support for offices to reach their programme and digital engagement impact goals
6. Provide updates for trends impacting digital communications and community

## **Educational Background & Work Experience**

- Level Education: Bachelor's Degree Preferably in Marketing, Communications, Creative Industries (or relevant industry experience)
- Work Experience: Minimum of 5 years of professional experience, preferably involving User Experience, Online Marketing, Content Creation, online activism, Mobilisation or similar fields.

## **Competencies and Skills**

### **Organizational Competencies**

- Teamwork & Communication: Knowledge and/or experience in working with others and presenting information, ideas, and positions in a clear manner that can easily be understood across diverse and multi-cultural audiences
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- Teamwork & Communication: Is energetic and enthusiastic and contributes positively to team dynamics
- Strategic Thinking & Global Mindset: Knowledge and/or experience in addressing organizational objectives by developing calculated approaches that integrate an openness to and awareness of diversity across cultures
- Professionalism: Knowledge and/or experience in managing conduct and emotions in a way that represents the values and realizes the objectives of the organization
- Innovation & Change: Knowledge and/or experience in reflecting creative and imaginative thinking, an openness to new ideas, and an ability to take calculated risks in order to meet organizational objectives
- Project Management: Ability to develop, plan and monitor progress on projects ensuring work plans are completed in a timely manner
- Quality: Promotes global leading practice and benchmarking in relation to area of expertise
- Quality: Knowledge and/or experience in meeting and surpassing requirements by setting high standards for the condition of outputs.

### **Functional Skills**

- Knowledge and/or experience in supporter relationship management/supporter journey communication.
- Knowledge and/or experience in using market data and trend analysis.
- Knowledge and/or experience in evaluation.
- Understanding, and experience in campaigns to drive change.
- Ability to provide coaching and mentoring to individuals.
- Ability to communicate complex information in a simple and accessible way
- Line management experience (plus).
- Knowledge and/or experience with CMS, Google Analytics, and/or Engaging Networks is desirable.
- Excellent and confident written and spoken English required.

### **Specific Work Environment**

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

### **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 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 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 write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace, fill-up the attached Application form you can download from the link <http://bit.ly/regionaldgm>

and email to: [jobs.id@greenpeace.org](mailto:jobs.id@greenpeace.org)

Deadline for Applications: December 30<sup>th</sup>, 2019

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

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