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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: FUNDRAISING CONTENT AND DESIGN SENIOR COORDINATOR**

**Position Summary**

The FR Content & Design Sr. Coordinator provides content oversight and support for fundraising material/creatives. She/He will collaborate with the Creative Coordinator on donor visual identity strategy for Greenpeace Southeast Asia across print and digital formats.

This is a fixed-term contract position for 1 year based either in Philippines or Malaysia.

**Duties and Responsibilities:**

* Lead the overall process of developing editorial content and creative designs aimed at improving both awareness and recognition of Greenpeace along with improving performance of online and offline fundraising campaigns/activities.
* Articulate Greenpeace cause through creative contents/visuals and materials that will help boost donor engagement, improve donor conversion as well as increase the average donation levels.

CONTENT CREATOR

* Research and write original editorial content in English.
* Provide proofreading and quality assurance checks of Fundraising content produced both internally and externally for public consumption.

PRODUCTION MANAGEMENT

* Oversee the content production, design and layout of the newsletter for donors, email templates, online landing pages, and other products as directed.
* Lead the design process of reports and presentations for printing, electronic distribution and live delivery;
* Design templates for new publications and products in line with identity style guidelines in close cooperation with your line manager/project manager;
* Maintain templates (Word, PowerPoint, etc. format) and give technical support for the use of them for fundraising/DDC purposes.

CREATIVE/GRAPHIC DESIGNS

* Develop presentations, web interface and interactive products
* Layout and design presentations;
* Create animations in PowerPoint and/or Flash for illustrative purposes such as animated maps and more advanced solutions;
* Deliver creative graphics and technical solutions for use on new emerging media/platforms

EDITORIAL ALIGNMENT

* Provide Editorial oversight and design support for GPSEA Fundraising teams.
* Ensure that Fundraising produced content is editorially aligned with GPSEA’s programme and in line with the Greenpeace Identity guidelines;
* Work closely with GPSEA creative coordinator and Country Digi comms managers to align on country narratives and to ensure a truly integrated journey for our supporters to improve donor retention and increase supporter sign-up rates
* Set, monitor and evaluate creative output against impact indicators and ensure compliance measures are set in collaboration with national FR managers + Digital/Comms managers to meet Greenpeace identity and editorial standards and principles, industry-standard production specifications and licensing and copyright laws.
* Develop web interface and design for GPSEA website, operational databases and other interactive products in close collaboration with the Web Developer and the Database Developer.
* 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.
* Optimize and adapt processes and procedures in response to breaking news, emerging trends, changing operational demands and stakeholder feedback.
* Establish and lead monthly reporting on progress based on set objectives and indicators using analytical tools and databases. Provide monthly update reports on performance.

Keep track of all design work reflecting active projects, status of each project and timelines.

* Deliver creative and innovative ideas for on and offline productions.
* Set and monitor production standards and compliance to meet Greenpeace identity and editorial standards and principles.

**Skills and Experienced Requirements:**

* Preferably in journalism, copywriting, Design direction, or a minimum of 5 years of equivalent industry experience.
* Minimum of 5 years of professional experience.

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

Deadline for Applications: 31 March 2022

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.