

GREENPEACE Australia Pacific

JOB DESCRIPTION

Role:	Digital Engagement Coordinator
Department:	Program
Grade:	7
Salary:	\$69,516.35 per annum + superannuation
Responsible to:	Digital Engagement Manager
Direct Reports:	None. <i>Works closely with contractors, interns and volunteers</i>
Status:	Full time, Permanent

Overall purpose of the role

The Digital Engagement Coordinator is an empowered champion for Greenpeace Australia Pacific's social media engagement. By working collaboratively with the Program and Fundraising Departments the role catalyses performance in terms of reach, engagement and conversion towards advocacy wins, fundraising campaigns, and building Greenpeace's people-powered network.

The Digital Engagement Coordinator informs the strategic use of paid and earned promotion, leverages the uniqueness of the Greenpeace brand and develops teams of social media volunteers to drive the success of Greenpeace content and communities online. The role is a key steward of Greenpeace's overarching content strategy, informing and executing digital communication and engagement decisions.

Organisation Environment - Greenpeace Mission

Greenpeace is an independent campaigning organisation which uses non-violent, creative confrontation to expose global environmental problems and to force the solutions which are essential to a green and peaceful future.

We ignite the shared economic, political, cultural and social power of people to win a just and healthy planet.

Main responsibilities:

1. Project Management

- Develop procedures and best practice guidelines for impact online
- Contribute to the development and implementation of strategic plans for a holistic approach to social media engagement
- Regularly test new ideas and approaches for engagement and lead generation online
- Liaise with the Acquisition Team on the external social media engagement program to ensure learnings are carried through and that there are no conflicting engagement plan
- Abide by Greenpeace Australia Pacific communication and brand policies
- Pursue high-engagement campaigns, working with rapid response where goals are aligned
- Work closely with the Digital Engagement Manager and the Program Department to identify mutually valuable opportunities for volunteer participation in the organisation.

2. Analysis and Reporting

- Track levels of engagement and interaction data and report back to Manager
- Track and report regularly on successes and failures against agreed KPIs
- Set KPI's against plans and set up reporting.

3. Online Engagement

- Engage on GPAP social media channels with other social media users to encourage them to donate, take action or promote the cause through their own networks
- Identify and engage in online conversations outside of GPAP's social channels that have potential for generating leads
- Day-to-day posting of high engaging content
- Medium term scheduling and coordination
- Identify and engage with online influencers to amplify messages, expose particular campaigns or make a call to action
- Collaborate on optimisation projects and tests as requested.

4. Volunteer management

- Working with the HR Advisor, recruit, train and supervise volunteers to deliver on social media goals
- Develop volunteers ability to interact online with new and existing audiences
- Identify volunteer skill gaps and problem solve to improve these.

5. Compliance with framework conditions

- Abide by Greenpeace Australia Pacific employment policies as relevant

- Ensure that your personal or campaign activities will not bring Greenpeace into disrepute.

Skills and qualifications

Essential

- Significant professional experience in a multimedia environment, and at least two (2) years' experience in a similar role
- Expertise in online communications and user experience, particularly on mobile
- Visual communication skills and basic digital design skills
- Volunteer and volunteer team management skills
- Strong cultural and social awareness, including a deep familiarity with Internet culture and trends
- People and project management experience
- A track record of achieving success in traditional and social media-driven campaigns or initiatives.
- Strong influencing skills – the ability to lead diverse teams to achieve agreed goals and to drive change without direct authority
- Exceptional self-organisation and administration skills
- Experience summarising quantitative and/or qualitative data in narrative form
- Demonstrated ability to synthesise complex subjects for teaching, training or documentation purposes
- Excellent negotiation, facilitation, communication and presentation skills
- Exceptional written and spoken English, particularly proofreading
- Willingness to travel
- Flexibility around working hours.

Desirable

- Understanding of monitoring media and social media analytics tools and monitoring platforms
- Technical and production skills including script-writing, camera operation, video and photo editing, or sound engineering
- Understanding of photo and video archiving systems, including cataloguing and key wording
- Knowledge of copyright and licensing
- An understanding of the different cultures, languages and customs of target audiences in Australia and the Pacific.

Key Behavioural Competencies

1. Achievement

- A high level of personal ambition and a drive to deliver agreed goals. Sets goals for self and others, takes sustained action in the face of obstacles. Proactively seeks out relevant tasks when the current task is completed.

2. Empowering and Inspiring Others

- An understanding of how to inspire action in others - Empowers people and strives to bring out the best in them. Enables employees to translate vision into action and creates an environment in which people feel valued, motivated and challenged.

3. Collaborative Approach

- Helps others to achieve their best and contributes to joint objectives. Develops cooperation and teamwork while participating in a group of people, working toward solutions that generally benefit all involved parties

4. Identification with Greenpeace goals and supportive of Greenpeace values

- Deep understanding of and commitment to Greenpeace's Core values, and a passion for delivering Greenpeace's mission.

5. Interpersonal Relationships

- Ability to build and maintain strong interpersonal relationships - develops and maintains effective relationships with others in order to encourage and support effective communication and teamwork. Builds and maintains ongoing, collaborative, working relationships to achieve organisational goals.

6. Ability to Support and encourage risk taking

- Appreciation of risk-taking in the context of an action-oriented organisation.

7. Being a role model for accountability and straightforwardness

- High sense of personal accountability and the ability to hold others accountable.

8. Commitment to learning

- Gaining insight into one's own strengths and weaknesses; initiates actions to increase or improve one's knowledge, skills and competencies to work more effectively.

9. Specific work environment

- Based in Greenpeace Australia Pacific offices in Sydney
- Occasional work in unusual hours across time-zones and on weekends, with domestic and international travel as required.