

# Job Description

## Creative Lead

<b>Department</b>	Creative and Technology
<b>Reports to</b>	Creative and Technology Director
<b>Direct Reports</b>	1. Content Producer
<b>Grade</b>	Grade 5
<b>Status</b>	Permanent, Full-time
<b>Location</b>	Greenpeace's normal places of business and/or employee's home (on request)

### Role Purpose

The Creative Lead drives the design and development of strategic creative projects that build support and profile for Greenpeace and its campaigns in the Australia Pacific region. This role leads the development, production and curation of high-level photo, video, design and multimedia projects that deliver on cross-organisational goals. This content inspires people to act for a green and peaceful future by telling the Greenpeace story through innovative and audience-centric content production.

The Creative Content Lead sets the tone for visual and creative storytelling at Greenpeace Australia Pacific (GPAP). By providing strategic and technical expertise, the Creative Content Lead also encourages best practice standards for creative content production and distribution across the organisation.

The role coaches, empowers and enables project teams to deliver impactful, consistent and cost/time effective multimedia tactics that help them achieve their goals.

This role will actively monitor and engage with traditional and social media, respond to external enquiries, and commission creative assets that contribute to the Greenpeace archives. The role oversees relationships with creative production agencies and freelancers and maintains a database of these contractors.

<b>Greenpeace Values</b>	<b>Greenpeace Mindset</b>
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and
Trust and Respect	
Values People	
Knowledge Sharing	

Goal Orientated	abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Cutting Edge	

<b>Key metrics</b>
Strategy
Production, commissioning and evaluation
Relationship building, networking and licensing
Responsive communication
Production knowledge and standards
Compliance with Framework Conditions

<b>Role Responsibilities</b>	
<b>Strategy</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Collaborate and lead on winning creative content strategies to deliver impact for fundraising, campaign and brand building projects.</b>	<ul style="list-style-type: none"> <li>• Develop and execute strong creative content plans for major campaigns, fundraising appeals and brand engagement projects.</li> <li>• Advise campaign teams on the best visual communications strategies and tactics using data-driven audience insights and audience-centric design principles.</li> <li>• Support project teams to produce and/or project manage both proactive and reactive content for both traditional and digital media platforms.</li> <li>• Develop (in conjunction with the engagement team) the organisation's overall content strategy.</li> <li>• Recruit, train and manage multimedia volunteers as required.</li> <li>• Manage the allocated budget for creative content production.</li> <li>• Request and reforecast budgets as required.</li> <li>• Oversee the management of Greenpeace audio and visual resources and equipment.</li> <li>• Oversee multimedia archiving in the region using within the global Greenpeace media hosting systems</li> </ul>
<b>Production, commissioning and evaluation</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>

<p><b>Manage production, commissioning and evaluation of creative content projects towards shared learning and achieving an excellent standard.</b></p>	<ul style="list-style-type: none"> <li>• Oversee, and where required, plan, shoot, caption, edit and distribute video and photo content, including campaign videos for social media, stock images and footage for campaigns, and reactive soundbites/clips for traditional and social media, ensuring the availability of high quality images to a wide range of Greenpeace Australia Pacific communications channels.</li> <li>• Manage the production of web specific content through the Content Producer, ensuring consistency with project briefs and brand.</li> <li>• Support production for live-streaming projects.</li> <li>• Evaluate and report on creative content engagement and performance.</li> <li>• Build lessons and learnings into action plans to ensure continual improvement.</li> </ul>
<p><b>Relationship building, networking and licensing</b></p>	
<p><b>Key Metric</b></p>	<p><b>How Success is Measured</b></p>
<p><b>Develop and manage high-performance production relationships for the organisation.</b></p>	<ul style="list-style-type: none"> <li>• Develop and maintain effective working relationships with external allies, agencies, media outlets, artists, contractors and suppliers.</li> <li>• Develop and maintain effective working relationships with Greenpeace staff internationally and ensure up to date knowledge of Greenpeace’s international web presence and developments.</li> <li>• Develop and maintain effective working relationships with Greenpeace Australia Pacific staff, volunteers and activists.</li> <li>• Assess licensing requests for Greenpeace’s multimedia assets, negotiate rates and agreements as appropriate; provide invoicing and payment information.</li> </ul>
<p><b>Responsive communication</b></p>	
<p><b>Key Metric</b></p>	<p><b>How Success is Measured</b></p>
<p><b>Support agile and responsive communications outputs and keep our public communications current and up to date.</b></p>	<ul style="list-style-type: none"> <li>• Respond to external events or incidents that offer opportunities for the organisation and/or reputational threats to the organisation, as directed.</li> <li>• Support other staff to develop creative/multimedia response to developments in rapid response campaigns .</li> <li>• Maintain components of the Greenpeace Australia Pacific website as required.</li> </ul>

<b>Production knowledge and standards</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Lead the organisation in content strategy innovation and learning in production including knowledge, skills, and standards</b>	<ul style="list-style-type: none"> <li>• Keep abreast of developments in video, photo and web specific production particularly in regard to online trends, cameras, editing software, transmission technologies and emerging social media platforms in order to maintain Greenpeace’s cutting-edge reputation.</li> <li>• Encourage a culture of experimentation and innovation in creative content production.</li> <li>• Contribute to the development of processes and practices that support high quality communications and content output; facilitate work groups and convene project teams as needed.</li> </ul>
<b>Compliance with Framework Conditions</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute</b>	<ul style="list-style-type: none"> <li>• Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies</li> <li>• Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Creative and Technology Director).</li> </ul>

**Role Requirements**

**Knowledge**

- Knowledge of standard technology systems: Google Suite, Trello, Slack
- Understanding of photo and video archiving systems, including cataloguing and key wording.
- Knowledge of contracting, copyright and licensing.
- An understanding of the different cultures, languages and customs of target audiences in the Australia Pacific region
- Knowledge of campaigns and campaign design - both fundraising and advocacy.

**Skills**

- Strong influencing skills – the ability to lead diverse teams to achieve agreed goals and to drive change without direct authority.
- Deep familiarity with Internet culture and trends.
- Exceptional self-organisation and administration skills.
- Understanding of media monitoring and social media analytics tools and monitoring platforms.
- Technical and production skills including script-writing, camera operation, video and photo editing, and sound engineering
- Skill in 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, with a second language preferred

**Experience**

- At least four (4) years experience in a multimedia environment
- At least three (3) years' experience in a similar role or related role
- At least two (2) years' experience in a people management position
- Project management experience.
- A track record of achieving success in traditional and social media-driven campaigns or initiatives.

<b>Employee Commitment</b>	
Signature:	Date: