

Job Description

Engagement Officer (to the CEO)

Department	Office of the CEO (OCEO)
Reports to	TBD
Direct Reports	Nil – <i>works closely with contractors, interns and volunteers</i>
Grade	Grade 7
Status	Permanent, Full-time
Location	Sydney Based in Greenpeace's normal places of business and or employee's home (on request) (The demands of the role are likely to require regular work on nights and weekends and regular interstate and potentially some international travel.)

Role Purpose

In this highly dynamic and responsive role, the Engagement Officer will assist the CEO across all of their key responsibilities with specific emphasis on social media profile, key relationship coordination and diary coordination. This role will help drive the delivery of the CEO's effective performance, external profile, and network of influence to achieve organisational goals and strategies.

The Engagement Officer also participates in proactively managing the workflow of the CEO, will accompany them to meetings, events and on trips.

The Engagement Officer is the primary owner of the CEO's appointments calendar and executive administration. This role is hands-on and will involve a high level of professionalism, as well as extensive interpersonal engagement with key stakeholders, both internal and external.

As part of the OCEO, the role will help drive the high energy and effective performance of the team and will exemplify the GPAP's Culture of Impact.

GREENPEACE

Greenpeace is an independent environmental campaigning organisation dedicated to securing an earth capable of nurturing life in all of its magnificent diversity.

Key metrics
CEO Profile
Social Media
Major Gift Income
Key Relationships Impact
Workflow Management

Role Responsibilities	
Profile	
Key Metric	How Success is Measured
The CEO's Profile is powerful and serving organisational objectives	<ul style="list-style-type: none"> • The CEO's profile is increasing and driving organisational objectives. • Timely and effective proof-reading, sub-editing, research and fact-checking of communications in the name of the CEO. • Location visits are timely, strategic and deliver on objectives • The CEO's social media profile is constantly updated across all relevant platforms with engaging and purposeful content, consistent with the CEO's personal brand and voice, and is effective in driving organisational objectives. • Timely and effective attendance at meetings, events and on trips as required, as the CEO's aide • Proactive and efficient coordination with other departments is ensuring that the CEO is highly effective in driving organisational campaign, engagement and fundraising goals. • Provides cross team or whole of organisation administrative or communications support in times of heightened activity, staff absence or other reasons • CEO bios are accurate and appropriate to occasion
External Relationships	
Key Metric	How Success is Measured
The CEO's key relationships and networks are carefully managed and	<ul style="list-style-type: none"> • Maintenance of warm, courteous and attentive relations with the CEO's key relationships

<p>expanding in accordance with strategic priorities</p>	<ul style="list-style-type: none"> • Effective administration, facilitation and support of all aspects of the development and maintenance of close relationships between the CEO and key stakeholders. • Effective contribution to the strategy, planning and development of cultural influencer and major gift programs • Effective management of the CEO's inbound and outbound communications across all mediums and platforms • Effective participation in the production of targeted communications to key relationships and networks. • Smooth administration and coordination of executive advisory groups as may be required. • Effective systems development and updating of CEO's database of contacts, networks and key relationship • Effective management of the CEO's participation in external commitments including memberships, university affiliations, movement alliances, task forces and boards. • Effective participation and coordination with the Major Gifts Team, including the delivery of role appropriate tasks and projects • Timely and effective delivery of sundry projects and tasks as may be requested
<p>Workflow Management</p>	
<p>Key Metric</p>	<p>How Success is Measured</p>
<p>The CEO's work is strategic, excellently organised and appropriately prioritised.</p>	<ul style="list-style-type: none"> • Effective personal time management to ensure that the role remains sustainable • Effective cross-departmental relationships and an effective working partnership with all parts of the organisation • The CEO's 1/1s with the LT, the Board Chair, the GPI Devo and IED, are held regularly and reliably • The CEO's work, including reporting obligations, is scheduled and planned in such a way as to enable timely and orderly delivery. • Effective and proactive maintenance of the CEO's diary, proactively scheduling internal and external appointments so as to ensure that the CEO's time is appropriately prioritised and spent as impactful as possible • Ensuring adherence to best practice around the CEO's conduct of the role to ensure it remains sustainable. • Effective management over CEO email correspondence and escalating as necessary • Effective conduct of all of the CEO's travel bookings and all logistical matters relating to the CEO's role. • Effective monitoring of the CEO's leave, including ensuring that all forms of leave are appropriately logged • Effective management of accounts for the OCEO as required, including processing credit card reconciliations, expense claims and invoices for the OCEO.

	<ul style="list-style-type: none"> • Effective monitoring of the CEO budgets on his or her behalf. • Effective discharge of any other such duties as may be prescribed from time-to-time to support the CEO across the full gambit of his or her responsibilities
Social Media	
Key Metrics	How Success is Measured
Deliver and operationalise a social media strategy that strengthens and builds the CEO's social media profile to drive organisational objectives	<ul style="list-style-type: none"> • The CEO has an excellent social media strategy that is being effectively operationalised • The CEO's social media profile is expanding and deepening across Twitter, LinkedIn, Facebook, Instagram and/or other such platforms as may be considered strategically important • Proactive analysis of trends across the social media landscape to understand emerging opportunities and potential threats. • Constant monitoring, auditing and analysis of CEO's social media performance is being conducted to identify trends, gaps, and opportunities with a view to constantly improving metrics. • The CEO's social media strategy is highly effective in driving organisational campaign, fundraising and engagement objectives
Co-create, create and curate strong, on-message content that expands reach and deepens engagement with the CEO's social media audience	<ul style="list-style-type: none"> • The CEO's social media platform is constantly populated with timely, engaging, strong on-message content that reflects the CEO's voice and drives organisational objectives • CEO social media content is being delivered in a timely way, maximising the opportunity arising from moments of disruption and breaking events • CEO content creation, including writing, public speaking and event participation, is being maximised and used to full impact across social media • The CEO is being continually up-skilled on social media content delivery • Media, event participation and influencer leads are being generated through the CEO's organic social media. • The CEO's social media activity is engaging people to take action and engage with our campaigns and projects • Components of the GPAP website featuring the CEO are up-to-date and reflecting current organisational priorities
Key External & Internal Relationships	
Key Metric	How Success is Measured
Fosters and maintains highly effective internal relationships	<ul style="list-style-type: none"> • Effective cross-departmental relationships and an effective working partnership with all parts of the organisation • Effective CEO relationship and working partnership with the Board Chair, Board and the Leadership Team

	<ul style="list-style-type: none"> • Effective CEO relationship with the Major Gifts Team • Effective CEO relationship with all department and team heads and leads. • Consistent demonstrated practice of Culture of Impact
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Upholds Greenpeace values and policies	<ul style="list-style-type: none"> • Demonstrating our Culture of Impact • Abiding by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies • Maintaining strict confidentiality • All personal or campaign activities do not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the CEO).

Role Requirements

Knowledge

- Deep understanding of the role, key relationships, voice, manner and accountabilities of a CEO
- Highly digitally-literate, including in leading social media platforms
- Strategic and operational understanding of the functioning of media, social media and communications
- Bespoke relationship management and major donor fundraising
- Personal brand management

Skills

- High level relationship management and interpersonal skills, including understanding the nuances of the CEO's web of networks and relationships at a deep level
- Research, fact-checking, understanding of the concept of 'best source', and editing of all forms of written communications necessary to support the role of the CEO
- Excellent written and verbal interpersonal communication
- High level formatting and presentation skills for digital content, power-points and written reports.
- Personal brand management and promotion across major social media platforms
- High level diary management and office administration
- Ability to act as a 'sense-check' sounding board for the CEO
- Ability to maintain high level of professionalism, confidentiality and discretion

Experience

- At least two (2) years' experience in a similar or related role
- Sufficient experience in relation to key role responsibilities

Employee Commitment

Signature:

Date: