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Campaigner (Remote)

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Company: Greenpeace MENA

Location: Turkey

Category: other-general

Established in 2018, Greenpeace MENA is the one of the newest offices of the Greenpeace global network. This region is our home. We care deeply about its people, its societies, the unique climate and environmental challenges it faces, as well as the solutions that it offers for creating positive and lasting change. The heroes of our story are all of us who are passionately optimistic that a better world is not only within reach, but being built today.

The Role

Job Title: Campaigner

Organization: Greenpeace MENA

Department: GP MENA Programme Division

Reports to: Programme Director

Location: The job is based in the MENA region (Remotely)

OVERALL PURPOSE

The campaigner is responsible for developing effective and integrated campaign strategies and projects and leads and implements campaign projects to achieve the Greenpeace mission across the MENA region.

SCOPE

The Campaigner assumes significant responsibility in the development and execution of

campaign projects, either in the role of Project Leader or working under the leadership of a Project Leader. S/he works closely with global campaign teams to ensure alignment with organizational priorities and the delivery of organizational goals. S/he works in a team composed of campaign, communications, engagement, research, and fundraising staff. An effective decision requires an integrated approach and knowledge.

Your responsibilities will include:

Campaign Development

Develop and implement effective and integrated campaign plans, strategies, and tactics related to the overall vision, goals, and objectives for Greenpeace MENA.

Lead the development and delivery of specific campaign projects. The work is likely to involve all or some of the following techniques: providing strategic direction and inspiring stakeholders; project management; non-violent direct action; public communication and engagement activities; media work; political and corporate work; and the use of legal and scientific approaches to issues, legal compliance, and reporting.

Campaign Expertise

Maintain good knowledge of relevant campaign issues and provide expertise concerning specialized campaign areas.

Analyze new developments and emerging trends supporting campaign vision, goals, and objectives. This includes social, economic, political, and legislative components, as well as the business components of a campaign to ensure that GPMENA can respond effectively to strategic opportunities and influence the development of relevant national and international legislation and practices.

Research & Investigations

Conduct research and investigation to inform strategic campaign direction and development.

Monitor external political, scientific, communications, and technical developments related to the campaign work; provide briefings to other departments as required.

Media and communications

Contribute to the design of the GPMENA communications strategy as well as internal and external engagement strategies for online and offline communications.

In conjunction with the GP MENA digital team, design, create, and develop digital tools to engage and mobilize various audiences to achieve campaign objectives. Have basic knowledge of using social media and GP digital tools. The understanding of media guidelines and digital metrics to increase the impact of communications and engagement is a major plus.

Fundraising support

Provide support in the development and implementation of fundraising strategies. This includes but is not limited to, the development and pitching of concept notes, the preparation of reports, and contributions to digital fundraising strategies and assets.

Stakeholder relationships

Liaise and build relationships with media, business, volunteers and activists, and government and non-governmental organizations on issues relevant to campaign objectives. Communicate and engage with inter-governmental bodies and government officials as needed. Effectively present information to a variety of audiences.

Representation

Actively represents Greenpeace in front of the business, scientific, and government sectors, the environmental community at large, and the media (traditional and new), to achieve campaign objectives and strengthen the profile and credibility of Greenpeace.

Monitoring, evaluation & reporting

Evaluate project and campaign progress and shortcomings at the designated points of evaluation, and draft campaign progress and annual reports. Ensure that learning from evaluations is incorporated into future work.

Ideal Profile

Educational Qualifications

A graduate degree from an academic institution, preferably in environmental studies, social sciences, or other related disciplines

Experience & skills

A minimum of 3 years of relevant, practical working experience within environmental and/or non-governmental organizations in Arab-speaking countries.

Exposure to the design, implementation, and management of campaigns and development projects

Experience working with regional and national government counterparts.

Lobbying and advocacy skills are a plus

Technical knowledge in the key campaign areas; understanding the roles that science, politics, economics, industry, media, and social change play in campaigning

Strong communication skills, with the ability to draft and write documents, and a very good understanding of the media advocacy needs of a campaigning organization

Sound knowledge of environmental challenges on a global and regional level

Project management skills

Strong Analytical and problem-solving skills

Budgeting experience (preparing, presenting, and monitoring)

Proven ability to work as part of a team and actively pursue networking with the ability to work remotely.

Excellent interpersonal relationship skills and networking capabilities, in particular building constructive and long-term relationships with both internal and external parties

Excellent command of written and verbal communication skills in Arabic and good command of the English language. French is a plus.

Commitment

Commitment to Greenpeace's core values in response to environmental and peace issues through non-violent direct action-led campaigning in line with its mission

Disclaimer

Greenpeace MENA is committed to achieving diversity within its workforce and encourages applicants irrespective of gender, nationality, disability, sexual orientation, culture, religion, and ethnic background to apply. All applications will be treated with the strictest confidence.

What's on Offer?

Opportunity to make a positive impact

Join a well known brand within Environment / Renewable Energy / Sustainability

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