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Engagement Director (Remote)

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Company: Greenpeace MENA

Location: Turkey

Category: other-general

Greenpeace is an independent global campaigning organization that acts to change attitudes and behaviour, to protect and conserve the environment, and to promote peace.

The Role

Job Title: Engagement Director

Organization: Greenpeace MENA

Department: GP MENA Engagement Department

Reports to: Executive Director

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

OVERALL PURPOSE

The overall purpose of this position is to manage the implementation and refinement of GP MENA's Engagement Strategy. In addition to organizing, coordinating, and reviewing engagement programs; developing strategies; managing the department's budget for expenditure and income; integrating and cooperating with other internal departments; and establishing external networks and relationships to advance our cause.

SCOPE

The job holder will manage the engagement department, ensuring strong integration between them and fostering a collaborative and supportive team culture. The Engagement

Director will be responsible for determining the most effective means of achieving the programme, fundraising, and organizational goals of GP MENA, including reaching out to new audiences in the MENA area and strengthening the bonds with current supporters. As part of the Senior Management Team, the Engagement Director plays an active role in contributing to the overall priorities and strategic direction of Greenpeace MENA.

RESPONSIBILITIES

Strategic Direction and Project Management

DESIGNS with team members and other stakeholders engagement strategies that include communications, media, digital, and community engagement plans to increase brand awareness and ensure a growing and nurtured supporter base.

DEFINES engagement objectives and KPIs with the team for campaign projects, fundraising, and organizational goals.

GENERATES and supports the implementation of engagement and strategic communication projects to build the GP MENA brand and narrative in the region. Approves narrative and messaging for strategic communication outputs and materials.

BUILDS & FOSTERS relationships with key stakeholders across traditional and online media channels. establishes and implements strategic communications plans.

ESTABLISHES & DELIVERS ambitious goals to increase recruitment and deep and continued engagement of supporters across all channels

KEEPS up-to-date with developments in the digital, communications, technology, and NGO sectors, ensuring GP MENA is ahead of the curve.

MAINTAINS a thorough understanding of the organization's activities and its position in the MENA region

SUGGEST & SUPPORT the shared Key Performance Indicators (KPIs) that reflect both engagement and fundraising goals, ensuring a unified approach to supporter interactions.

JOINT INITIATIVES: Highlight the potential for launching joint initiatives that leverage the strengths of both departments' fundraising & engagement, such as combined events or co-branded campaigns.

SUBMITS and manages the Engagement budget and resource allocation.

SUPPORT, COACH, and LEAD

MANAGES the engagement team, including allocating work, setting objectives and standards for tasks, monitoring performance on assignments, evaluating results, and providing constructive feedback.

ACTS in partnership with the Programme Director and the Fundraising Director ensures the engagement potential of campaigns and fundraising is identified and maximized and provides advice and leadership in this area.

PLAYS an active role as a member of the Senior Management Team in contributing to the overall priorities and strategic direction of Greenpeace MENA.

ENSURES quality control by setting standards, mentoring and advising, planning training programmes and helping assess staff and evaluate projects.

ACT as the focal point for Engagement with Greenpeace International and other Greenpeace offices in our global network.

DEVELOPS & MAINTAINS relationships with Greenpeace international colleagues, provides strategic input to global strategies, and collaborates on global projects.

Audience Management

OVERSEES the development and management of an integrated and coherent supporter journey for new or existing supporters and donors

COLLABORATE with fundraising teams to deepen relationships with both financial and non-financial supporters.

OVERSEES effective data management, ensuring that platforms and processes are optimized for effective engagement, outstanding supporter care, optimization, and critical analysis and reporting for key stakeholders.

BUILDS & MANAGES relationships with external suppliers and partners.

Emphasize the importance of incorporating storytelling into engagement campaigns to connect more deeply with the audience and enhance fundraising efforts.

Ideal Profile

QUALIFICATIONS, SKILLS, AND EXPERIENCE

Bachelor's degree, ideally in marketing, advertising, communications, media studies/journalism, or a related field.

A minimum of 10 years of engagement experience in the I/NGO sector, at a senior level and directly leading teams

Proven success in data-driven decision-making, through effective analysis and reporting

Experienced in creative marketing for consumer products and/or advocacy communications for individuals

Passion for digital communications technologies and experience in both offline and online mobilization and communications.

Organization competencies

Achieve objectives in a professional and timely manner

Effectively building and maintaining relationships with coworkers and colleagues

Experience in multicultural organizations

Strong management skills and the ability to motivate, inspire, and develop a diverse staff, including team members working in the MENA region

Functional Competencies

Technical

Excellent interpersonal and communication skills in English language and the capacity to interact effectively with a broad range of individuals and organizations

Arabic Language is a plus

Entrepreneurship includes a proven ability to develop and execute new and innovative engagement models with a focus on growth.

Skilled in supporter and/or donor acquisition

Experience in public engagement (mobilization of people), fundraising, and/or marketing

Method related

Understanding and familiarity with the NGO sector

Highly developed skills in performance and income forecasting, budget writing, and management

Ability to mentor, coach, and train team members

Good understanding of the media and political landscape

Understanding of supporter segmentation and supporter journeys/loyalty strategies

Knowledge and understanding of the design and implementation of communication and mobilization strategies.

Social / self

Build and manage relationships with supporters and donors

Being assertive and a team player

Ability to communicate to a target audience

An openness to learn, in particular, from the engagement experience of other countries

Proactive and self-confident

Leadership competencies

Develop successful strategies, have a strategic orientation, and build a model for change

Ability to plan and organize, as well as to utilize all organizational resources to the fullest, including working with remote teams,

Empower and develop people

Act as a champion for audience-focused communications throughout the organization.

Ability to serve as an effective manager, networker, and influencer working on organizational strategy and planning.

Play an active role in campaign project teams to advise and lead on the Engagement elements of each campaign.

Ensure that the Engagement team understands and refines relationships with key audiences.

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?

Work alongside & learn from best in class talent

Leadership Role

Flexible working options

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