

## ROLE PROFILE

<b>Job title</b>	<b>Digital Mobilisation Officer</b>
<b>Grade</b>	
<b>Unit</b>	Engagement Team, Digital Unit
<b>Reporting to</b>	Head of Digital Engagement
<b>Direct reports</b>	None
<b>Effective from</b>	

### Purpose of the role

The Digital Mobilisation Officer is responsible for managing our online/offline tools namely GreenX and GreenWire, and growing and engaging with Greenpeace’s community of online activists to mobilise digitally for our campaigns. S/he will also have an important role to support our Mobilisation Officers and Local Volunteer Groups across the continent to be active in their social media platforms to support their activities and on the ground mobilisation efforts.

### Main responsibilities

KEY PERFORMANCE AREAS	KEY PERFORMANCE INDICATORS	WEIGHT
<p><b>Growing, engaging with and managing online activists</b></p> <ul style="list-style-type: none"> <li>- Create and manage engagement pathways for online activists, especially coordinating a community of “Digital Ninjas” who are committed and ready to spread messages digitally during the campaign pushes</li> <li>- Develop and maintain community training resources, guidelines, and policies.</li> <li>- Scout for and link with like-minded individuals and organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement metrics for online actions</li> <li>• Growth on a number of cyber activists</li> <li>• Growth on a number of “Digital Ninjas”</li> </ul>	15%
<p><b>Managing and growing Greenpeace X</b></p> <ul style="list-style-type: none"> <li>- Strategise and implement to grow GreenX as a vibrant and engaging platform for online activism in Africa</li> <li>- Manage GreenX platform, including training and coordinating the Community Coaches, coordinating with offline mobilisation opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in the number of active GreenX users</li> <li>• Growth of the reach and number of petitions</li> </ul>	45%

<ul style="list-style-type: none"> <li>- Manage trainings for our partners and volunteers on GreenX, coordination with</li> </ul>	<p>being uploaded on GreenX</p> <ul style="list-style-type: none"> <li>• Partners being trained on GreenX</li> </ul>	
<p><b>Digital support to volunteers</b></p> <ul style="list-style-type: none"> <li>- Give support to the Local Groups on appropriately managing their social media platforms and engaging audiences</li> <li>- Manage GreenWire and its Community Coaches</li> <li>- Coordinate with ShiftLab on any updates on GreenWire, recommends and implements new features as appropriate.</li> <li>- Calendarise offline activities happening with each campaign/office to coordinate social media feeds</li> </ul>	<ul style="list-style-type: none"> <li>• Growth of the reach and number of petitions being uploaded on GreenX</li> <li>• Partners being trained on GreenX</li> </ul>	20%
<p><b>Monitoring and Reporting</b></p> <ul style="list-style-type: none"> <li>- Monitoring the success of the community and of social media in terms of the overall digital strategy.</li> <li>- Liaising with internal stakeholders to relay supporter feedback insights gained from online conversations within the community.</li> <li>- Identifies and reports on community trends to internal teams and advises on potential opportunities or risks.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	10%
<p><b>Other work within the Digital Unit</b></p>		10%

## Qualifications and Experience

<p><b>Preferred Qualification(s)</b></p>	<ul style="list-style-type: none"> <li>• Relevant degree in either marketing, IT or communications</li> </ul>
<p><b>Preferred Experience</b></p>	<ul style="list-style-type: none"> <li>• At least 2-3 years of previous experience in managing digital campaigning, or alternatively a background in social media engagement ideally in an NGO or a non-profit organisation.</li> </ul>
<p><b>Other requirements</b></p>	<ul style="list-style-type: none"> <li>• Travel &lt;15% for volunteer group support)</li> <li>• Ability to learn new digital properties fast</li> <li>• Strong writing and communication skills in English or French / Ability to speak or write in English or French as a secondary language is an</li> </ul>

	advantage.
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### Core job competencies

COMPETENCY	IMPORTANCE
	1=beneficial 2=preferred 3=important 4=critical
<ul style="list-style-type: none"> <li>● Excellent in written and spoken English or French</li> <li>● Ability to write and speak in English or French as a secondary language</li> <li>● Knowledge and/or experience in New Media (web, sms, social networks, blogs, ...)</li> <li>● Interpersonal skills, connecting with people, communication skills</li> <li>● Cutting edge interest in social media and be abreast with the fast changing nature of social media</li> <li>● Innovation</li> <li>● Creation of content appropriate for online channels - social media; email; sms</li> <li>● Ability to analyse the implications of online communications and messages.</li> <li>● Awareness and knowledge of media landscape (daily news, current affairs, television, radio ...)</li> <li>● Knowledge and/or experience in cyberactivism</li> <li>● Ability to learn new tools</li> <li>● Knowledge and/or experience in online editorial practices</li> <li>● Knowledge of and experience with Photoshop and production of visual materials</li> <li>● Knowledge and experience in managing the content of a website</li> </ul>	<p>3</p> <p>2</p> <p>4</p> <p>3</p> <p>4</p> <p></p> <p>3</p> <p>3</p> <p>3</p> <p></p> <p>2</p> <p>2</p> <p>4</p> <p>1</p> <p>1</p> <p>1</p>

### Personal leadership competencies (5 E's)

### **ENERGY**

- Demonstrate a positive mindset and solutions-oriented attitude
- Represent openness and curiosity
- Act with integrity
- Act with humility
- Radiate drive
- Demonstrate stamina and resilience

### **ENERGIZE**

- Demonstrate commitment and conviction
- Empower others
- Act with empathy
- Create team spirit, foster teamwork and engagement, harness creative energy that lies within your sphere of influence
- Embrace diversity

### **EDGE**

- Risk-taking
- Identify and master moments of leadership
- Manage complex issues, can see the big picture and emphasize the primacy of the whole
- Set the pace

### **EXPERTISE**

- Display structured approach
- Demonstrate the ability to see a situation accurately with a broad set of perspectives ability to see things as they might be
- Display experience

### **EXECUTE**

- Role model for accountability and straightforwardness
- Act in a decisive manner
- Assertive and persistent, demonstrate the ability to effectively lead an operation from inception to completion
- Demonstrate management qualities and the ability to take time and space to think and plan Proactively and effectively seek for feedback, ask for help, actively handle difficult situations