



ROLE PROFILE

Climate and Energy Campaigner

JOB TITLE :	Climate and Energy Campaigner
LEVEL / GRADE :	
UNIT :	Campaigns
BUDGET CODE:	
NUMBER OF YEARS IN POSITION :	
REPORTING TO :	Senior Climate and Energy Campaign Manager
DIRECT REPORTS (please specify):	None
LOCATION :	Johannesburg
EFFECTIVE FROM:	October 2016
MAIN PURPOSE OF THE JOB	
<ul style="list-style-type: none"> • Strategic planning and execution of Energy campaign project work. • Effective engagement with key stakeholders, including from government, business, media and civil society and coordination of campaign work. • Effective campaign implementation, political lobbying and media work. • Research and investigation. 	

PREFERED MINIMUM QUALIFICATION	Undergraduate degree
PREFERED MINIMUM EXPERIENCE AND REQUIREMENTS	<ul style="list-style-type: none"> • Fluency in written and spoken English. • Knowledge and experience of campaigning and mobilisation. • Ability to devise and conduct innovative, high quality communications in campaigns. • Ability to analyse environmental issues in terms of campaign opportunities and in terms of overall strategic objectives, with a specific understanding of climate change and the energy system in South Africa. • Problem solving (and innovative) abilities. • Specific expertise in one or more (and ability to become skilled in these key campaign outputs):

	<p>use of Non-Violent Direct Action, public communication, mobilisation and engagement activities, use of traditional and new media, political and corporate work, use of science and the law, research.</p> <ul style="list-style-type: none"> • Ability to manage projects, external consultants, volunteers and staff. • Experience in employing effective negotiation and persuasion. • Ability to make and maintain effective contacts and relationships with partners and other stakeholders. • Ability to communicate effectively and appropriately with a wide range of people, both verbally and in writing. • Ability to engage with a wide range of stakeholders on campaign content. • Experience of and preference for team work. • Knowledge of Zulu, Xhosa, Sotho (or another South African official language beyond English) would be an advantage
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Competency category	Competency	Competency importance	Requested proficiency level
ORGANISATIONAL COMPETENCIES	<ul style="list-style-type: none"> • Professionalism • Interpersonal relationship • Knowledge sharing • Values diversity • Innovation 	<ul style="list-style-type: none"> • 3 • 3 • 3 • 3 • 3 	<ul style="list-style-type: none"> • 3 • 3 • 2 • 3 • 3
FUNCTIONAL COMPETENCIES (TECHNICAL)	<ul style="list-style-type: none"> • Fluency in English • Working knowledge of another SA official language • Computer skills: Word, Powerpoint and Excel, Email • Knowledge and/or experience in cyberactivism • Understanding the roles that science, politics, economics, industry, media and social change play in campaigning. • Knowledge of African context (Southern Africa an 	<ul style="list-style-type: none"> • 4 • 3 • 3 • 2 • 4 • 3 	<ul style="list-style-type: none"> • 3 • 3 • 3 • 3 • 4 • 4

	<ul style="list-style-type: none"> • Time management skills • Work under pressure • Decision making • Risk assessment 	<ul style="list-style-type: none"> • 2 • 3 • 2 • 2 	<ul style="list-style-type: none"> • 3 • 4 • 3 • 3
FUNCTIONAL COMPETENCIES (SELF/ SOCIAL)	<ul style="list-style-type: none"> • Innovative • Build/manage relationships with others • Team player • Tact and diplomacy • Assertive • Intellectual ability to understand scientific issues necessary/useful for the job • Ability to synthesise and communicate technical and contextual information • Planning and organising 	<ul style="list-style-type: none"> • 3 • 3 • 4 • 3 • 3 • 4 • 3 • 2 	<ul style="list-style-type: none"> • 3 • 3 • 4 • 4 • 3 • 3 • 3 • 3
FUNCTIONAL COMPETENCIES (LEADERSHIP)	<ul style="list-style-type: none"> • Strategic orientation and managing vision. • Internal and external effective communicator • People management. • Decision making skills. • Able to motivate staff. • Collaborative (Attitudes) 	<ul style="list-style-type: none"> • 3 • 3 • 2 • 2 • 2 • 4 	<ul style="list-style-type: none"> • 3 4 • 3 • 3 • 3 • 4

Competency importance: 1=important; 2=very important; 3=extremely important; 4=critical

Requested proficiency level: 1=beginner; 2=basic; 3=intermediate; 4=advanced

KEY PERFORMANCE AREAS	KEY PERFORMANCE INPUTS /ACTIVITIES	KEY PERFORMANCE INDICATORS	WEIGHT
Undertake specific campaign project work	<ul style="list-style-type: none"> Project work is likely to involve all or some of the following techniques (often involving teamwork): Non-violent direct action, public communication and engagement activities, media work, research, political and corporate work and the use of legal and scientific approaches to issues. 	<ul style="list-style-type: none"> Project activities are effectively planned and executed All applicable policies and procedures are adhered to Project activities are communicated in a way that resonates with target audiences Reports/scientific outputs of a high quality are produced and used as campaign tools 	40%
Campaign budget	<ul style="list-style-type: none"> Ensure specific relevant campaign activities are properly budgeted for Manage relevant campaign budget and ensure that there is no overspend. Identify and implement the most cost-effective/strategic use of the campaign budget. 	<ul style="list-style-type: none"> Effective administration of allocated budget. Budgets are managed in such a way that the campaign objectives are met within the approved budgets. 	5%
Strategic planning and input	<ul style="list-style-type: none"> Assist in the preparation of the annual programme plan in the ODP. Develop and continually evaluate an effective overall campaign strategy (in collaboration with the rest of the integrated team/line manager/SMT). Prepare and implement individual workplan with measureable performance objectives. Ensure campaign project strategies have realistic objectives, and are innovative and effective Contribute to the development, planning and implementation of the Greenpeace Africa communication strategy. 	<ul style="list-style-type: none"> Greenpeace Africa effectively contributes to the development of the Global Campaign Programme. Individual workplan with measurable performance objectives is implemented. An effective campaign strategy is developed and implemented. Ensure that Greenpeace Africa can respond effectively to strategic opportunities, and influence the development of relevant national and international legislation and practices. 	15%

		<ul style="list-style-type: none"> • An effective Greenpeace Africa communication strategy is developed. 	
Building external networks	<ul style="list-style-type: none"> • Establish communication and ensure collaboration with local authorities, UN, NGOs, partners, community leaders and all other important stakeholders within each project as required. • Represent Greenpeace at meetings, coordination bodies, and within local communities as required. • Develop, build alliances and maintain good relationships with other NGOs and other relevant groups. 	<ul style="list-style-type: none"> • Effective communication between Greenpeace and the relevant players is established and maintained. • Greenpeace is effectively represented at all relevant levels. • Good relationships with other relevant groups/NGOs are maintained. 	25%
Communicating with staff and the external world	<ul style="list-style-type: none"> • In conjunction with Greenpeace Africa communications team, design, create and use a range of communication tools (direct actions, direct communication, traditional and new media, briefing sheets and public information) to communicate with target audiences and to achieve campaign objectives. • Prepare substantive briefings and updates to inform staff, media and stakeholders on specific campaign issues, progress and outcomes. • Apply communication and interpersonal skills to interact with suppliers, media, external opinion formers and authorities on a number of issues of varying complexity. • Deliver a professional and well-informed image of Greenpeace and its campaigns to the public and through the media. 	<ul style="list-style-type: none"> • Communication tools are effectively implemented – both internally and externally. • Effective interaction with suppliers, media, external opinion formers and authorities. • A professional and well-informed image of Greenpeace and its campaigns are delivered to the public and through the media. 	15%

