

ROLE PROFILE

Job title	Senior Digital Engagement Manager
Grade	
Unit	Engagement Team, Digital Unit
Reporting to	Engagement Director
Direct reports	Social Media Editor, Web Content Officer, Digital Marketing Manager, Online Community Mobilisation Officer
Effective from	June 2017
Location	Johannesburg, South Africa

PURPOSE OF THE ROLE

As a head of the Digital Unit under the Engagement Department, the **Senior Digital Engagement Manager** will be responsible for leading our strategy to grow our supporter base online and become relevant voice in environmental issues in the digital space in Africa and beyond. S/he will deliver creative contents and innovative engagement tactics, working with the dedicated team of professionals and in collaboration with Fundraising, Offline Mobilisation and other relevant teams in the organisation.

MAIN RESPONSIBILITIES

KEY PERFORMANCE AREAS	KEY PERFORMANCE INDICATORS	WEIGHT
<p>Deliver a digital engagement strategy that is innovative and relevant to our audience in Africa</p> <ul style="list-style-type: none"> To map out and monitor local trends in digital market, non-profit supporter engagement and activism, and recommend any suitable and potential initiatives that could benefit current Greenpeace Africa's engagement efforts To work with agencies, designers and IT experts to produce digital content, creative, and tools, including pro bono initiatives Develop and manage digital strategy and plans to increase Greenpeace's digital presence in order to increase brand recognition of Greenpeace, inspire the public to support Greenpeace and its campaigns 	<ul style="list-style-type: none"> A bold digital strategy is delivered Have contributed to defining the overall engagement strategy Have built relationships with external stakeholders to strengthen our digital work Have benefited from, contributed to development of digital strategy with other non-profit partners in Africa. 	10%
<p>Manage online channels to reach new</p>		30%

<p>audience and to continue engaging our supporters with creative and inspiring contents</p> <ul style="list-style-type: none"> • Work with Social Media Editor, Web Content Officer and others in the Digital Unit to coordinate our channels to deliver contents in line with the overall engagement strategy and output plan • Manage the creation of professional, engaging and creative content (text and visual) for websites and other digital communication channels to communicate Greenpeace's mission, vision and campaigns • Implement, manage, and measure all organic (SEO) and paid search marketing programs (PPC,CPM) • Manage all digital advertising and promotions • Work with Offline Mobilisation Unit to grow GreenX and Green Wire as strategic tools for mobilisation 	<ul style="list-style-type: none"> • Our communications channels have grown in its reach and conversion rates • Our lead cost has declined, indicating that we are receiving more organic leads • Have engaged with new audiences • There is a clear track record of tests on contents and messages, and we are informed by it to shape our outputs • GreenpeaceX has grown by XX% in the number of its petition signers and campaigns started 	
<p>Design and implement online mobilisation strategy for our campaign pushes and other projects</p> <ul style="list-style-type: none"> • Engage with campaigns, project teams and fundraising to give strategic direction and contribute to developing an engagement plan for each project • Work with the Online Community Mobilisation Officer to empower and engage online volunteers to contribute to digital campaigns and engagement efforts 	<ul style="list-style-type: none"> • Campaign pushes and projects have online mobilisation plan with clearly defined 4Rs (Right ask, message, channel, timing) • Each project is growing our supporter base online • Greenpeace has established a community of online volunteers 	15%
<p>Play a key role in delivering supporter journey, give strategic inputs in managing our marketing automation platform</p> <ul style="list-style-type: none"> • Manage non-financial supporter database, in accordance with the best segmentation and relationship building practices; • Work with Fundraising Dep, especially with Digital Marketnig Manager to collect, analyse, segment our support data to offer relevant journeys to our supporters. 	<ul style="list-style-type: none"> • Journeys are defined for relevant segments of supporters and delivered with right mix of channels and messages • Our database is integrated 	20%

<p>Develop and manage a team of professionals who bring skills ranging from analysts to creatives</p> <ul style="list-style-type: none"> • Manage the Digital team and their strategy on appropriate target messages and content for all digital engagement, assign tasks accordingly • Create qualitative and quantitative key performance indicators for the unit • Motivate, coach and train unit members • Train other staff members and volunteers on online engagement 	<ul style="list-style-type: none"> • Clear KPIs are defined for the unit, and are systematically reviewed. • Work flow is well managed and tasks are assigned to each member of the unit • Skillshare and learning& development is well managed, the unit is actively sharing their skills and knowledge with volunteers and other members of org 	15%
<p>Strategic digital engagement advice to the Engagement Director</p>	<ul style="list-style-type: none"> • Engagement Director is advised on the formulation and execution of Greenpeace’s digital strategy design and implementation 	5%
<p>Esure GP Africa is profiled within the global organisation</p>	<ul style="list-style-type: none"> • GP Africa is established as an actively innovative NPO within Greenpeace and is sharing and learning from other NROs 	5%

QUALIFICATIONS AND EXPERIENCE

<p>Preferred Qualification(s)</p>	<ul style="list-style-type: none"> • Bachelor's degree in relevant fields (Marketing, Journalism etc.) • Honours or Masters degree in relevant field is an advantage
<p>Preferred Experience</p>	<ul style="list-style-type: none"> • Minimum 3-5 years of experience in online organising and campaigning or communications; • Experience in managing CMS development projects; • Experience in managing complex projects with multiple stakeholders; • Experience in working in non-profit campaigning environment is strongly preferred; • Fluency in written English is must; proficiency in French is preferred
<p>Other requirements</p>	<ul style="list-style-type: none"> • Travel is required <15%

CORE JOB COMPETENCIES

COMPETENCY	IMPORTANCE 1=beneficial 2=preferred 3=important 4=critical
Fluency in written English	4
Proficiency in French	2
Good knowledge of HTML and other website coding	2
Basic Photoshop and other design knowledge.	2
CMS development	4
Knowledge and experience in digital marketing	4
Experience in creating digital networks and online communities, and understanding on how to foster their development.	4
Designing and optimizing a website and email communications	4
Awareness and knowledge of media, social media landscape especially in Africa	4
Knowledge and/or experience in online editorial practices	3
Experience in nonprofit campaigning environment	3

PERSONAL LEADERSHIP COMPETENCIES (5 E's)

<p>ENERGY</p> <ul style="list-style-type: none"> ● 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