



<b>ORGANISATION</b>	<b>Greenpeace Africa</b>
<b>JOB TITLE</b>	<b>Supporter Engagement and Direct Marketing Manager</b>
<b>DEPARTMENT</b>	<b>Engagement/Digital</b>
<b>REPORTS TO:</b>	<b>Head of Digital</b>
<b>LOCATION</b>	<b>Randburg, South Africa</b>
<b>WORKING HOURS</b>	<b>9am to 5pm Mon-Fri</b>

**Greenpeace Africa is an independent campaigning organisation that acts to change attitudes and behavior, to protect and conserve the environment and to promote peace  
With offices in Southern, Western, Central, and Eastern Africa.**

**MAIN PURPOSE OF THE JOB**

The Supporter Engagement and Direct Marketing Manager will be responsible for the strategy, management and execution of non-financial supporter communication including especially, email marketing and instant messaging. The position requires to manage CRM and supporter data, providing strategic analysis and segmentation of supporter data. The candidate will be responsible for defining objectives, targets and KPIs for these channels and ensure that their strategy achieves the objectives set out by the broader Greenpeace strategy.

The successful incumbent will be responsible for (but not limited to):

- **Strategy**
  - Designing direct marketing (Email, WhatsApp or any other direct supporter communication channels) strategies with clear objectives and measurable outputs
  - Identifying target segment and define audience personas across multiple regions in Africa
- **Planning and execution**
  - Defining email journeys and create contents and copy
  - Set up automation triggers and align to user behavior and preference
- **Testing, measurement and reporting**
  - Design testing framework and manage analytics and measurement
  - Define key metrics, targets and KPIs
  - Report on qualitative data: audience insights and research
- **Training and collaboration**
  - Train relevant staff on direct marketing strategy and use of CRM tools
  - Foster leadership within the organisation specifically on direct marketing best practice and innovation
  - Collaborate with broader engagement team to embed multi-channel strategy and implementation

**MINIMUM REQUIREMENTS**



<b>Qualification(s)</b>	<ul style="list-style-type: none"> <li>● Tertiary qualifications in Digital Marketing, Marketing management, Communications, IT or other relevant fields, or equivalent experiences</li> <li>● Qualifications in direct marketing strategy</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>● Minimum 3-4 years of work experience in direct marketing, digital marketing, email marketing or marketing management</li> </ul>
<b>Competencies</b>	<ul style="list-style-type: none"> <li>● Strategic knowledge on managing CRM tools and databases</li> <li>● Understanding conversion optimisation and testing for email</li> <li>● Creativity and ability to think out of box</li> <li>● Designing supporter journeys and marketing automation triggers</li> <li>● Copywriting for email and instant messaging</li> <li>● Fluency in written and spoken English and written and verbal communication</li> <li>● Fluency in written and spoken French is an advantage</li> <li>● Ability to learn new tools</li> <li>● Knowledge and/or experience in cyberactivism in NGO setting is an advantage</li> <li>● Proofreading skills</li> </ul>
<b>Attributes</b>	<ul style="list-style-type: none"> <li>● Energy/Energize - Demonstrate a positive mindset and solutions-oriented attitude and empower others</li> <li>● Edge - Risk-taking and Identify and master moments of leadership</li> <li>● Expertise - Display structured approach</li> <li>● Execute - Role model for accountability and straightforwardness</li> </ul>