



JOB DESCRIPTION

Job title: Actions and Mobilisation Manager

Division: Programme

Valid from: December 2020

Grade: TBC

Reports to: Programme Director

Key relationships: Head of Comms and Engagement, Fundraising Director, Supporter Journey & Data Marketing Manager, Programme Direction Team

Line Manages: Mobilisations and Engagement Specialist, Action Coordinators, Special Project, Volunteers and Interns as required

OVERALL PURPOSE OF THE ROLE

This position is located within the Actions and Mobilisation Unit which sits within the Programme Department. The Action and Mobilisation Unit is responsible for driving and implementing Greenpeace's people-powered theory of change, upholding our tradition of non-violent civil disobedience, and implementing campaign projects, strategies, and tactics that help achieve Greenpeace's organisational and campaign goals. This role will manage the team to provide a bridge between our broad online activism activities, such as petitions, and the higher level participation of our dedicated activists within the actions unit. This includes the planning, implementation and integration of off and on line mobilisations for our supporters, volunteers and others towards winning our campaigns..

This role will increase participation among our supporters by offering relevant, targeted opportunities to participate based on audience insights about who they are and what they are willing to do. You will also contribute to choosing campaign strategies that include supporter participation at their core. It is the overall purpose of this role to help lead, and take responsibility for driving, this people-powered theory of change.

The team is responsible for ensuring we have a strong, committed and well trained team of activists. In terms of driving wider national engagement with environmental activism this role will, with the rest of the Unit, help to create a network of strong leaders and communities in NZ that are coordinated, effective and able to drive forward transformational environmental and social change. You will help create stepping stones for emerging activists to become leaders, and ensure we have a coordinated and iterative programme of support for existing grassroots groups.

You will work across the existing functions within the Programme team to advocate at both a strategic and tactical level for campaigns and projects which drive wider supporter participation (for both financial and non-financial supporters) and movement support.

This role is full-time and permanent with line management responsibilities, leading a team of three to four staff positions and various non – permanent positions.

MAJOR DUTIES AND RESPONSIBILITIES

Strategy and Leadership

- Lead the team to execute powerful, creative, inclusive and effective offline nonviolent civil disobedience activities
- Lead the team in a way that provides the opportunities for every member to grow in their areas of expertise, ensuring a dynamic, highly-skilled and professional Actions and Mobilisation unit.
- Lead the development of engagement strategies embedded in our campaign work, designed to further supporter participation of many kinds and help win campaigns.
- Lead and oversee the coordination of non-violent direct action tactics
- Be a strong voice and advocate within the organisation for non-violent direct action and mass mobilisation
- Be a strong voice within the organisation for the GPNZ Engagement Strategy and the importance of driving supporter participation, and support for independent activism
- Be a leader within the organisation on allyship work
- Work closely with other teams, especially the Communications and Fundraising teams, to create supporter journey strategies which increase our supporters' connection to and understanding of our campaigns, and escalate their participation in them.
- Work closely with the Actions and Mobilisation team to create strategies that provide a range of opportunities for supporters to get involved in activism in various ways , maximising the number of people that will take part in civil disobedience.
- Work closely with campaign and project teams to develop strategies that are people-powered and that foster a long term healthy movement.
- Lead brainstorms and other ideation sessions to foster a creative environment for new ideas around supporter participation and movement support.

Unit Management

- Ensure that the Action and Mobilisation Unit and its staff are run in an efficient, safe and professional environment.

- Manage the team's capacity and priorities in line with the organisations campaign strategy and prioritised tactics, including maintaining flexibility and responsive capacity.
- Have oversight and ultimate responsibility for all budgets assigned to Actions and Mobilisation and activist volunteer related outreach projects.
- Maintain and develop excellent relationships with the contracted Action Coordinators, the actions community locally and internationally, including Greenpeace International Operations.
- Maintain key networks and relationships globally and domestically pertaining to actions and mobilisation.
- Lead a team dedicated to advocating for supporter participation, and responsible for the outcomes of this advocacy. Line management of at least one FTE dedicated to supporter mobilisation and driving participation.
- Management of volunteers and interns when required, to further the team's objectives.
- Recognising that while this position has responsibility for increasing avenues to supporter participation, the implementation of this will require the whole organisation at some level. This role comes with the responsibility to manage the relationships and interactions between these various disciplines (including but not restricted to Comms and Fundraising) as part of driving our mass participation theory of change.

Campaign Strategies and Tactics

- Hold responsibility for safeguarding and promoting NVDA as a core campaigning principle for Greenpeace and help develop mobilisation as a core organising strategy that can work alongside our NVDA.
- Own Greenpeace's relationship with its criminal legal representatives, assessing all activities for their legal implications, and leading any processes in law that may result from Greenpeace's activities.

Implementation

- Ensure supporter participation objectives are being met.
- Ensure appropriate processes and protocols have been undertaken to foster strong relationships with allies
- Ensure appropriate processes and protocols have been undertaken to maintain compliance with the organisations Te Tiriti policy
- Ensure there are the right processes and ways of working within the organisation to maximise supporter participation outcomes.
- Work in a hands-on way with the key communications and fundraising staff in the organisation to help create the most effective call to action at each opportunity.
- Help create the most effective support programme for emerging activist leaders and current grassroots groups.
- Work with the head of Communication and Engagement and the Mobilisation

Specialist in the management of the Greenpeace Community platform.

- Serve on cross functional project teams and committees as required ensuring a supporter participation and grassroots perspective is effectively represented.
- Participate in campaign projects, as required.
- Other duties as directed by the Programme Director

Expert Knowledge and Analysis

- Maintain an expert knowledge of the latest trends and best-case examples of supporter mobilisation techniques from across the activist and political spectrum.
- Maintain an expert knowledge of successful movements, their strategies and tactics, from across the activist and political spectrum.
- Work closely with the Communications and Fundraising teams to monitor the effectiveness of supporter journeys to determine how they can be improved.
- Maintain a working knowledge of the grassroots groups and activity happening across New Zealand in order to grow connections between local campaigners, grassroots activists and the wider movement.

Facilities Management and Security

- Hold responsibility for access, use and maintenance of actions and mobilisation facilities
- Lead and work with the Chief Technology Officer and Technology team on matters relating to security for our facilities
- Responsible Support of the Organisational Director in the maintenance, upkeep and use of our building and facilities, and the budgets relating to the operational upkeep and projects
- Other responsibilities and projects relating to facilities management and security as agreed

Health & Safety

- Ensure all employees, volunteers and contractors in my team are aware of and adhere to GPNZ's health and safety policies, processes and procedures.
- Actively identify and report, in a timely manner, any hazards in my work area, or in the work area of my team. Work with a health and safety representative to put in place appropriate actions to manage the risk(s) created by the identified hazard(s).
- Ensure all employees, volunteers and contractors in my team are properly trained to undertake the duties of their job in a safe manner.
- Actively encourage my team members to raise and discuss health and safety matters.

Other

- Maintain an interest and involvement in Greenpeace New Zealand's organisational direction and the global programme adopting specific campaign tasks as agreed with the Programme Director.
- Any other tasks and projects as directed.

Essential qualities and skills

- Demonstrable high-level skill and significant experience in team management.
- Demonstrate high-level of skill and experience in project management.
- Excellent collaboration skills in terms of working effectively across organisational functions to drive outcomes.
- Excellent de-escalation and communication skills
- Good understanding of the wider spectrum of participation tactics, from petitions, through to financial giving, elite activism and everything in between.
- Strong understanding of how to use audience insights to create effective supporter journeys to drive some form of participation.
- Excellent relationship skills. Proven experience in mentoring and building relationships with diverse types of people, including donors, supporters and activists.
- Excellent verbal and written communication skills
- Excellent time management skills, with proven experience managing multiple projects.
 - Self-motivated, with ability to take initiative and responsibility.
- Empowering & Developing people, both team members and volunteers
- Awareness and understanding of the Treaty of Waitangi in New Zealand society
- Knowledge and/or experience in activism, in particular understanding of health, safety and legal issues
- High level of resilience and adaptability
- High levels of ambition for tactic delivery
- Budgeting (preparing, presenting, monitoring) skills
- Ability to work under pressure
- Risk assessment knowledge (legal, reputation, communication, impact, Health & Safety)
- Knowledge and/or experience in effectively dealing with confrontational situations
- Knowledge and/or experience in non-violent direct action
- Knowledge and/or experience in logistics, in particular the logistical process for actions
- Intellectual ability to understand health, safety and legal issues relating to direct actions

Desirable qualities and skills

- Knowledge and/or experience in national or international campaigning
- Ability to communicate with, motivate and lead volunteers and fellow team members as well as work in a team environment
- Deep understanding of Greenpeace's supporters and sophisticated ways of connecting

to them.

- Passion for the environment and a strong commitment to the aims and values of Greenpeace. Knowledge of and interest in environmental and social justice issues.

Qualifications:

- Minimum 3 years' experience in a management position with strategic responsibility at an advocacy focused organisation.
- Minimum 3 years' experience in social change activism.
- Significant experience in two or more of the following areas: grassroots campaigning, non-violent direct action, community development / engagement, volunteer coordination, fundraising, the use of audience insights.