



AOTEAROA/New Zealand

## Job description

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<b>Job title:</b>	Junior Plastics Education and Engagement Role
<b>FTE:</b>	Part-time, fixed-term. 22.5 hours per week
<b>Division:</b>	Programme
<b>Valid from:</b>	November 2020
<b>Grade:</b>	<b>TBC</b>
<b>Reports to:</b>	Programme Director
<b>Key relationships:</b>	Senior campaigners Communications specialists Actions and Mobilisation specialists Fundraising specialists

### ROLE OVERVIEW

Our mission is to protect Earth's ability to nurture life in all its diversity. Our power is in collective action. Together we challenge the power of big polluters and corporate influence over civil society. And we work together to cause systemic change, to transform the ways we feed and fuel our world to ones that work with nature, and not against it.

The Junior Plastics Education and Engagement Role will gain expert knowledge on plastics issues. With support from the Programme Director and other team members they will develop and implement educational engagement strategies which will deliver campaign objectives for the plastics campaign.

They will use digital and offline communications-based tactics to engage new (and existing) supporters in the issues surrounding plastics pollution, and educate them about systemic environmental issues through this lens. Through the Plastics campaign they will build a deeper understanding of systemic environmental issues, and prepare supporters in their journey to be engaged in more complex campaigns. To do this they will develop accessible educational materials (online and offline), targeted at the public, and work on engagement journeys.

They will work closely with the communications, digital and fundraising teams to communicate with target audiences and supporters to achieve campaign objectives. This includes drafting media releases and developing social media profiles, in collaboration with the communications team.

There may be times when this position will be required to undertake additional tasks, duties and responsibilities.

## **KEY DUTIES AND RESPONSIBILITIES**

### **EDUCATION AND RESEARCH**

- Research and analyse key campaign issues
- Turn research outputs into accessible educational materials (online and offline), targeted at the public
- Create content around these issues for social media
- Develop engaging narrative pathways that educate new audiences about the need for systemic environmental change using the plastics campaign as an entry point

### **STRATEGIC**

- Work with the campaign team and Programme Director to set educational objectives for relevant supporters and audiences
- Work with the campaign team and Programme Director to set campaign and engagement objectives, strategy and KPIs
- Coordinate and/or conduct research and analysis to inform plans and activities that further campaign goals and objectives

### **CAMPAIGN KNOWLEDGE**

- Learn and develop the skills to succinctly communicate a thorough knowledge of campaign issues
- Develop and maintain a working knowledge and record of the political, legislative, regulatory and economic framework relevant to the campaign, and share these with the relevant Programme team members as needed.

### **COMMUNICATION, REPRESENTATION AND ADVOCACY**

- Work closely with other campaign groups to advance the relationships required to campaign
- Act as a public/media spokesperson by delivering a professional and well-informed image of Greenpeace's campaigns to the public and to the media
- Work closely with relevant team members to develop educational materials to help inform and reach audiences new to the issue areas
- Maintain accurate information and relationship management systems and procedures to ensure open access to the campaign by other campaigners

### **OTHER**

- With support, manage project budgets and expenditure as directed by the Programme Director or Senior Campaigner.
- Facilitate and coordinate the cross departmental team that will support the campaign

## **ESSENTIAL COMPETENCIES**

- Experience in translating complex issues into digestible content for the public
- Knowledge of strategic campaigning
- Ability to build and maintain strong relationships with relevant stakeholders
- A collaborative approach and ability to involve and engage all relevant stakeholders and parties in campaign strategy development and implementation
- Excellent written and verbal communication skills
- Intellectual ability to understand scientific and political issues necessary for the job
- A strong commitment to honoring Te Tiriti o Waitangi
- The ability to champion Greenpeace ideals and values, including our commitments to fostering a diverse and inclusive workplace

## **QUALIFICATIONS/EXPERIENCE**

- Experience working with campaign groups/NGOs (in a paid or voluntary capacity), with a demonstrable understanding of and skills in using a wide range of campaign tactics to achieve objectives.

AND

- Understanding of turning campaign issues into accessible educational materials

OR

- Qualification in a relevant field

## **HEALTH AND SAFETY**

- Ensure all volunteers and contractors in the team are aware of and adhere to GPNZ's health and safety policies, processes and procedures.
- Participate in health and safety training as required
- Actively identify and report, in a timely manner, any hazards in the work area, or in the work area of the 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 volunteers and contractors in the team are properly trained to undertake the duties of their job in a safe manner.

- Actively raise and discuss health and safety matters in a timely manner.
- Comply with the requirements as set out in applicable health and safety legislation.

## **OTHER**

- From time to time undertake any other duties as requested by the Programme Director to contribute to the overall aims and objectives of Greenpeace New Zealand .
- Ensure that your personal or campaign activities will not bring Greenpeace New Zealand into disrepute (in case of doubt you will be expected to discuss the issues with your line manager prior to action).
- Other tasks, duties and responsibilities as delegated by line manager.

## **SPECIFIC WORK ENVIRONMENT**

- 22.5 hours working week, to be worked flexibly at times as agreed with your manager.
- Based from Mt Eden, Auckland office.