



## AOTEAROA

### Job description

<b>Job title:</b>	<b>Communications Specialist</b>
<b>Division:</b>	Programme
<b>Unit:</b>	Communications & Programme Engagement
<b>Valid from:</b>	January 2019
<b>Reports to:</b>	Head of Communications & Programme Engagement
<b>Line Manages:</b>	None

#### OVERALL PURPOSE OF THE JOB

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. We resist those who seek to trap us in old destructive stories. 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.

As a Greenpeace NZ communications specialist, your job is to use all available channels to tell that story in compelling and strategic ways to large numbers of people, in ways that inspire participation in our cause.

This position is located within the Communications & Programme Engagement unit which sits within the Campaign Programme Department. The Communication Unit's responsibility is to develop and implement communication strategies and projects that help achieve Greenpeace's organisational, campaign and engagement goals.

The Communications specialist works in a small team of people with a broad range of creative skills covering writing and storytelling, communication strategy development, investigations, engagement and mobilisation, video and photo output and media liaison.

The Communications strategist is a skilled and creative communicator who is committed to communicating Greenpeace campaigns and interests to the outside world. A broad set of skills is required with a focus on sharp targeted writing across a range of mediums, communications strategy development and implementation, and creating both planned and responsive media and social media output.

## **MAJOR DUTIES AND RESPONSIBILITIES**

### **Communication campaigns and projects**

- Design, produce and manage communication outputs for campaigns and organisational projects
- Help conduct investigations, research, information analysis and synthesis for publications
- Help design direct actions and other events, and attend as media coordinator
- Manage sources who provide confidential information for reporting
- Ensure all communications reflect the brand, values and tone of the organisation, are in line with communication strategies and reach the target audiences.
- Write compelling, creative content for campaign and organisational materials and for online content including social media, supporter emails
- Contribute to Greenpeace's online social media engagement
- Write press releases, features, and media briefings
- Pitch stories and distribute press releases, briefings, photo and video to media
- Work with Digital Content Producer to produce video and photo content for the web and media
- Provide clear briefs and manage photographers, videographers, other media contractors and interns or volunteers as required.
- Establish and manage relationships with journalists
- Liaise with media staff in other Greenpeace offices and the international communications hubs

### **Communication strategy development and implementation**

- Lead the development and regular updating of campaign communication strategies, conducting audience identification and insights work
- Oversee and manage organisational input into communication strategies and ensure that all staff understand the communication guidelines.
- Develop and regularly update a campaign communications guide (one page overview of the communications strategy)
- Monitor and conduct analysis of relevant media monitoring and other coverage of campaigns to ensure communication goals are being met
- Monitor media and other relevant sources with an eye for strategic responsive opportunities
- Champion innovative, creative and new communication opportunities to evolve our approach
- Conducting media training for spokespeople

### **Development of relationships with key stakeholders**

- Proactively develop relationships with key stakeholders that will increase and improve our media penetration and relationships.
- Build specific relationships with commentators, political press and other relevant external

parties that are strategic to meet campaign or organisational goals

- Manage new contacts in Fuseworks and develop systems to ensure the relationships are fostered and tracked

### **SPECIFIC WORK ENVIRONMENT**

- On call duties are shared within the communications team on a rotational basis
- Work across a wide variety of issues while managing a demanding work load
- Flexibility to work outside the normal 9 – 5 work day with occasional weekends required
- Participate in office and other meetings in the department or all GPAostaff meetings
- Participate in international skill shares or international projects when appropriate

### **HEALTH & SAFETY**

- Ensure all volunteers and contractors in my team are aware of and adhere to GPAo 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 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 volunteers and contractors in my 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.
- Participate in rehabilitation programmes as required.
- Participate in health and safety initiatives as required.

### **COMPETENCY PROFILE**

#### **Essential competencies:**

- Exceptional skills in written and verbal communication, including story-telling, writing news features, web content, press releases, media briefings with meticulous proofreading.
- Ability to digest and synthesize complex information into compelling communication.
- Experience with audio & visual production including video content for the web.
- Knowledge and/or experience in graphic design and production of visual materials, in particular managing print and/or audio-visual production processes.
- Social media experience, including Facebook, twitter, and blogging.

- Understanding of the media advocacy needs of a campaigning organisation.
- Understanding of the roles that science, politics, economics, industry, media and social change play in campaigning.
- Strong analytical skills and experience in dynamic learning in team environments.
- Awareness and knowledge of media landscape (daily news, current affairs, television, radio).
- Confident in public speaking and willing to act as a spokesperson.
- Negotiation skills.
- Strong presentation and reporting skills.
- Project management, in particular communication projects.
- Ability to train, mentor and motivate entry level interns particularly in the audio visual realm.
- Ability to work calmly under pressure.

**Preferred Competencies:**

- Knowledge and/or experience in public relations.
- Knowledge and understanding of the NGO sector.
- Risk (legal, reputation, communication impact) assessment skills.

**Attitude:**

- Identification with Greenpeace goals and values
- Resilient
- Self-motivated
- Flexible
- Willingness to learn and teach
- Tenacious
- Collaborative
- Enthusiastic
- Discrete and confidential

**Qualifications:**

- At least three years professional experience in a communications field such as media, journalism, or PR.