



AOTEAROA

Job description

Job title: Digital Engagement Specialist Fixed Term

Unit: Communications and Engagement
Division: Programme
Valid from: June 2021
Reports to: Head of Communications
Key relationships: Comms specialists, digital producer, marketing team, web developer, mobilisation team

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. 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.

The Greenpeace Aotearoa communications team's goal is to tell our stories in ways that win hearts and minds, and encourage participation in our mission.

The digital engagement specialist plays a key role in providing ways for people to participate and pathways for deepening engagement. You have a love of web technology and campaign strategy and tactics, know how to use data to continually optimise for engagement and continually seek to innovate and experiment.

The digital engagement specialist is primarily responsible for delivering online engagement objectives.

This includes inputting into the tactical development and execution of online mobilisation and engagement strategies within campaign projects to deliver engagement objectives, helping manage and optimise petition and email to target landing pages, and managing our community campaigning platform.

KEY DUTIES AND RESPONSIBILITIES

STRATEGIC

- Provide input into campaign, engagement and communication strategies
- Champion and create digital engagement strategies and tactics to engage Greenpeace supporters and reach new audiences in collaboration and alignment with fundraising strategies
- Help deliver the website strategy covering SEO, communication and engagement objectives in collaboration with comms and marketing teams
- Analyse and report on data from petitions and other online engagement activities
- Play an active role in the Digital Steering Group
- Help manage and deliver the Greenpeace Aotearoa digital roadmap

PRODUCTION

- Create engaging petitions and other online mobilisation tactics
- Manage the Greenpeace Community petition platform
- Help conduct testing and optimisation of online engagement pages
- Help with social media channel management and output
- Create and implement online mobilisation tactics that have campaign impact and engage existing and new supporters, including petitions and email to targets as well as new creative approaches
- Work with the mobilisation team to design and deliver online to offline mobilisation strategies and tactics

ONLINE TOOLS AND CHANNELS

- Help manage social media channels, primarily Facebook, Twitter, Instagram and Youtube
- Help manage online communications and mobilisation via our email list, social media and website
- Helping train and upskill the wider team in use of web technology and social media

ESSENTIAL COMPETENCIES

- Experience in online advocacy campaigning
- Excellent communication and proven copy writing ability
- Understanding of managing online communities and social media channels
- Working knowledge and experience in HTML & CSS
- Understanding and experience with Google Analytics
- Basic Photoshop for web design
- Ability to understand and analyse email, website and social media data
- Data-driven decision-making across digital channels
- Able to support and champion Greenpeace ideals and values, including our commitments to fostering a diverse and inclusive workplace
- Be able to work under pressure and juggle a full workload with competing priorities

DESIRABLE COMPETENCIES

- Video editing for social media
- Experience using ControlShift ActionKit or similar distributed online campaigning platforms
- Experience with mass mailing / EDM strategies
- Use of email marketing software

QUALIFICATIONS/EXPERIENCE

- Experience using Wordpress or similar CMS
- Experience with web and print design
- Experience with testing and optimisation methodology
- Experience using data to drive decisions

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.

SPECIFIC WORK ENVIRONMENT

- 37.5 hours working week, to be worked flexibly at times, as agreed with your manager