



Senior Campaign Manager: Food For Life

## Description

### About Greenpeace Africa

Greenpeace Africa is an environmental campaigning organization with offices in Southern, West and Central Africa. There has never been a more exciting and challenging time to join Greenpeace, to help us build people powered campaigns, all backed by a long-established track record for taking non-violent direct action based on respected science, creative communications, precedent setting legal action, carried by the long reach of our ships and so much more.

### About the Role

Industrial agriculture in its current form is a major threat to biodiversity, contributes to GHG emissions and increases food insecurity across the African continent. The Food for Life (FFL) campaign aims to fix the broken food system by influencing politics, business, consumers, farmers and financial flows to shift towards more sustainable and ecological farming. An influential member of this global campaign, you will be responsible for developing and implementing a successful campaign strategy in Africa.

As a senior member of the Greenpeace Africa Programme Team, the Senior Campaign Manager manages staff, leads and contributes to the development and implementation of the strategy and planning for the assigned campaign, in order to achieve a successful campaign in line with the objectives of Greenpeace Africa.

### Reports to

- Programme Director

### Direct reports

- Campaigners, Political Advisor

### Requirements

#### Strategic planning

- Lead and coordinate the development of the strategy and plans for the FFL campaign, in cooperation with the Senior Portfolio Manager.
- Contribute to the international FFL campaign's strategy development.
- Monitor external political, scientific, communications and technical developments related to the FFL campaign and identify opportunities for Greenpeace Africa

#### Implementation of the campaign strategy and plans

- Implementation of the campaign strategy and plans
- Coordinate and supervise arrangements for FFL campaign activities linked to back-end research or advocacy and support project leaders as and when public projects are rolled out.
- Ensure that Greenpeace security guidelines are followed and report any security incidents as stipulated in the Standard Operating Procedure (SOP's).
- Work with Fundraising team to develop ways to maximize campaign's fundraising potential.
- Represent Greenpeace at meetings, coordination bodies, media, stakeholders and local communities when required.
- In agreement and in collaboration with the Engagement team, use a range of tools available (direct actions, direct communications, traditional and new media, briefing sheets and public information, and other tools) to communicate with target audiences and ensure that any media intervention is closely aimed at achieving campaign objectives.

- Create or delegate the creation of substantive briefings and updates to inform staff, media and stakeholders on specific campaign issues, progress and outcomes.
- Ensure monitoring and evaluation of projects and reporting to the GP Africa Programme Director, Senior Portfolio Managers, as well as campaigners from other offices as required.
- Respond to challenges, explore new ideas and take initiatives in all aspects of internal collaboration.

## People Management

- Prepare an annual individual work plan and set measurable performance objectives for the FFL campaign staff and manage and develop team and individual performance.
- Conduct individual performance reviews of each team members, reviewing past objectives and setting new objectives.
- In collaboration with the individual, identify staff development opportunities and define development objectives including training.

## Relationships

- Build and maintain relationships with external stakeholders including civil society, communities, authorities, to push our campaign forward.

## Budgeting

- Ensure the FFL campaign projects are properly budgeted for, and manage relevant campaign budget and ensure that there is no overspend.

## Minimum Requirements of Role

- University Degree (advanced degree an advantage).
- 5 years' experience of campaign management and coordination.
- 3 years' experience of managing and developing a team.
- Working knowledge of the Agriculture sector in East Africa.
- Working knowledge of global and regional food and agriculture trends.
- Experience of working in an international, multi-cultural and dynamic team.
- Fluent in English (Swahili an advantage).
- Ability to communicate effectively and appropriately with a wide range of people of varying backgrounds, both verbally and in writing.

## Personal Competencies

- Passion for the environment and food/agriculture issues.
- Willingness to work on a wide range of issues.
- A high degree of initiative and organization.
- Personal belief in, and support for, the aims and methods of Greenpeace.
- Willingness to work outside business hours as required.
- Ability to work under pressure.
- Ability and willingness to travel regularly both on the continent and beyond (up to 40%).

## Meta Fields