

Engagement Deputy Director for Indonesia

## Description

### About Greenpeace Southeast Asia in Indonesia

Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action. Around the globe, Greenpeace is standing up with communities and holding governments and corporations accountable. Greenpeace uses non-violent and creative action to pave the way towards a greener, more peaceful world and confront the systems that threaten our environment.

Greenpeace Southeast Asia (GPSEA) employs more than 170 permanent staff dedicated to meeting the professional standards expected of the world's leading campaigning organisation for the environment. With offices in Bangkok, Jakarta, Kuala Lumpur and Manila, the organisation leads globally important campaigns within a national and regional context. GPSEA is financially supported by tens of thousands of people across the region.

In Indonesia, one of Greenpeace's focuses is on campaigning for forests and defending remaining natural forests. By protecting forests, they are not only safeguarding forest-dependent communities, endangered species such as orangutans and tigers, and Indonesia's biodiversity, which is one of the world's richest – they are also protecting the global climate critical to life on this planet.

Greenpeace Indonesia also campaigns for a rapid energy transition to renewable energy in the country, to end toxic fossil fuels, and in particular coal use. In the urban setting, Greenpeace campaigns for ending plastic overconsumption, sustainable waste management, as well as for significant expansion of mass rapid transport systems. In the maritime sectors, Greenpeace campaigns to end illegal, unregulated and unreported fishing, as well as ending sea slavery. Overall Greenpeace Indonesia campaigns for a systemic change in the country's economic development strategies, to adopt the green economy model as soon as possible.

### About the Role

As part of Greenpeace Southeast Asia's Programme Leadership, the Engagement Deputy Director will provide visionary leadership, cutting-edge strategic thinking, and deliver a plan based on a theory of change rooted in strong people power for Greenpeace Indonesia. This role is for an innovator and out-of-the-box thinker who will drive forward Greenpeace's reach to new audiences, deepening supporter engagement, building and strengthening strategic participation in movements, and action-led campaigning.

The Engagement Deputy Director will provide oversight and strategic leadership to the Digital & Communications manager & Public Engagement and Actions manager and their teams; and work closely with project teams, campaigns, and fundraising teams. The Deputy Director will prioritise strategic project engagement elements to ensure the quality and complete delivery of planned and responsive campaigning.

The Engagement Deputy Director will bring together the different aspects of building people power across Greenpeace Indonesia into a coherent and impactful plan. This includes working with civil society movements, training young leaders to become environment champions and building and strengthening networks.

### Purpose of the Role

- Ensure the building of a strong Greenpeace identity that resonates with their core audiences and is recognised by targets as a formidable force.
- Expand Engagement breadth and depth across online & offline supporters, media, coalitions and movements to create a critical mass of people power required for making change.
- Drive innovation within the Indonesia Programme team by assessing, testing, optimising and socialising the use of the best and latest tools and approaches for audience insights, first engagement and supporter journey.
- Invigorate Greenpeace Indonesia's Engagement team by providing inspiring leadership and championing innovation, facilitating innovative integrated approaches to engagement across the programme and fundraising departments.

### Duties and Responsibilities

#### Engagement

- Advocate and build support within the Greenpeace Indonesia and Greenpeace Southeast Asia programme emphasising the importance of people power for campaign impact and a people-centric approach to facilitate success.
- Showcase new ways of working and impactful engagement across projects and departments, building a mindset of innovation, testing and optimising.
- Lead the assessment and adoption of the best-suited tools and approaches for engagement, working closely with the Regional Engagement director and team.
- Develop and maintain relationships and consults with GPI and other NROs.
- Represent GPSEA to donors, official authorities and other NGOs to develop opportunities for collaboration and the positive profile for GPSEA as a regional organisation within Indonesia.

#### Delivery

- Create and implement a solid integrated people power plan across all engagement functions (digital and communications to public engagement, coalition building and direct actions) while ensuring the engagement plans of projects are of high quality and consistent with country strategy.
- Ensure the efficient delivery of a rapid response to external opportunities utilising storytelling combined with audiovisual & creative capabilities to provide

agency for the audience and impact for campaigns.

- Establish and ensure implementation of practical testing and reporting standards across engagement functions.
- Build Engagement capacity and capability in the Indonesian office.
- As a part of the Programme Director's Team, contribute to the overall strategic management of the programme, providing input into the formulation and executions of strategic decisions to ensure the achievement of GPSEA's Theory of Change and Impact Objectives.

## Skills and Experience

- At least six years of professional experience with demonstrated results in leading, developing and executing campaigns, activism, marketing, mobilisation and communications strategies.
- Experience in project management, audience-centric campaigning, communication systems, analytics and reporting, data management, and demonstrated delivery of targets in dynamic environments.
- Understanding of and experience in Indonesia, preferably with INGO or campaigning organisations:
  - Ability to work in culturally and geographically diverse environments
  - Context related to activism, on and offline engagement and digital landscapes preferred
  - Strategic planning and organisational growth experience
- Excellent communications skills:
  - The ability to apply a broad range of communication and interpersonal skills allows the role-holder to interact with and influence a range of contacts and situations, whether internally or externally
  - Collaboration and relationship-building skills
  - Experience in digital communications and use of social media for activism and campaigning
  - Strong oral and written communications skills and fluency in Bahasa Indonesia and English
- Management:
  - People management experience
  - Project management experience in multidiscipline environments, preferably in campaigning organisations
  - Strong background in leading and managing change
  - Development of training needs analysis and experience in designing learning curriculum
  - Ability to plan, prioritise, and organise a team's work. Allocates work, sets and reviews goals, assess risks and demonstrates knowledge of interdependencies with other work areas within the organisation
- Decision-making and knowledge:
  - Draws on a sound understanding of internal and external factors, trends and balance of risk to develop options, recommendations and solutions requiring a high level of judgment
  - Demonstrated experience of effective complex problem-solving in a business context
  - A decisive decision-maker can show credible experience of making effective decisions in line with organisational goals and objectives, often based on limited information.

## Meta Fields