

Job Overview			
Job Title	Engagement & Digital Strategist		
Reports to	Head of Communications		
Direct Reports	None		
Unit	Communication	Review Date	October 2023
Department/ Section	Programmes	Grade	15
Location	Open - with travel to all campaign locations and international travel		

Main Purpose of the Role	In this role, you will develop and deliver digital campaign strategies that help us win. You will also provide digital and engagement expertise to the organisation, helping to manage team and organisational projects to ensure we have strong digital foundations. You will use your expert knowledge of the digital space to make sure Greenpeace Africa is ahead of the curve, engaging new and existing audiences in our work.
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Principal Accountabilities		
Key Results Areas	Main Duties	% of Job
Digital Engagement Strategy and Digital Campaigning	<ul style="list-style-type: none"> ▪ Provide digital campaigning expertise and creative input to campaign project teams as assigned ▪ Lead on developing digital strategies for these campaigns, including setting mobilisation objectives of online and offline audiences, designing and developing tactics and planning comms outputs to ensure engagement objectives are met and campaigns are won ▪ Be responsible for the delivery of these plans - including drafting and building emails, producing and posting social media content (macros, videos etc.), defining supporter journeys and writing content for the website ▪ As part of this, you will unpack complex campaign issues to create engaging content for a range of purposes including social media, blogs, video scripts and email ▪ Contribute to the delivery of our organisational strategy, by ensuring we're grounding African consciousness in our digital strategies and outputs and actively looking for opportunities to be pan-African in our approach to digital campaigning - and leveraging digital tools and platforms to do so ▪ Develop and coordinate delivery of digital strategies for direct action and other public campaigning activities, as well as providing remote or on-the-ground support ▪ Monitor the health of our digital channels, measuring and increasing engagement across social platforms, WhatsApp and email as well as by contributing to the website 	
Digital leadership, innovation and tools	<ul style="list-style-type: none"> ▪ Help Greenpeace Africa build and maintain strong digital foundations, leading on or contributing to core projects aimed at delivering our organisational digital transformation strategy 	

	<ul style="list-style-type: none"> Manage the development of digital campaign tools as required, including working with agencies or freelance developers Embed innovation at the heart of our digital campaigning, generating new ideas for impactful tactics, always pushing us to go further and take risks in the digital space Keep us ahead of the curve by managing relevant projects effectively: communicating clearly and making sure roles are clear, timelines are met, and the projects succeed Ensure Greenpeace Africa is a leader in the digital space, by keeping up with the latest digital trends, making sure we innovate across our content, online action tools and digital tactics 	
Testing, analytics and data	<ul style="list-style-type: none"> Contribute to maintaining a strong testing culture, regularly testing your ideas across digital channels, using data to inform your decisions and strengthen our campaigning Optimise our digital products' performance through identifying areas for development and running tests to assess your hypothesis. Monitor performance of campaign output, regularly evaluating and iterating your approach in line with the data, learning as you go 	
Team working	<ul style="list-style-type: none"> Help to guide colleagues and the wider team on best practice, and encourage collaborative working to maintain a strong digital presence Contribute to a positive team culture by building strong working relationships within the team as well as with colleagues from teams across the organisation, including programme, fundraising, mobs (volunteer management) Respond to challenges, explore new ideas and take initiative in all aspects of teamwork Work collaboratively across the organisation to ensure our digital strategies and output are helping to win campaigns and engage target audiences Ensure you always represent the team and its work effectively, and that you work constructively to come up with mutually agreeable solutions when conflicts between different objectives or ideas arise 	
Other	<ul style="list-style-type: none"> Undertake any other duties, appropriate to the post, as delegated by the Heads of Unit and Department 	

Critical Working Relationships

Internal

Audience	Reason for Contact
Head of Insights, Creative and Digital Strategy	

External

Audience	Reason for Contact

Required Qualifications & Experience

Preferred Qualifications	Bachelor's Degree Qualification in digital media, Content creation or related
Preferred Experience	<ul style="list-style-type: none"> ▪ Considerable experience of developing and implementing dynamic digital strategies that engage relevant audiences to take action and create impact, meeting campaign or project objectives. This experience could have been gained in a wide range of areas, but ideally in either campaigning, communications or volunteer organising ▪ Demonstrable experience of delivering end-to-end digital campaigns, preferably with evidence of achieving impact and engagement in this space ▪ Excellent understanding of different social media platforms and proven ability to produce platform-appropriate content that cuts through ▪ Experience of designing and delivering a range of digital tactics to achieve change ▪ Demonstrable experience of creating and delivering compelling content for a range of purposes including social media, blogs, video scripts and mass email to achieve campaign impact and engagement ▪ Experience of using technology in innovative and creative ways as part of a communications or campaign strategy

Required Skills & Behaviors	
Skills	Behaviors
Understanding of the digital landscape in Africa	Attention to detail and high level of accuracy
Design and implementation of digital strategies	Works well in teams / international cross cultural engagement
Organisational skills	
Project management skills	
Communication skills	
Computer skills: Word, PowerPoint and Excel, Email	
Analytical and Problem Solving skills	
Time Management skills	
Fluent in English	
Experience of using CRMs and CMSs, such as Wordpress, Engaging Networks, HubSpot or Action Network, would be an advantage	
Experience of using image or video editing software such as Photoshop, Canva to produce engaging content for social media and/or Premiere, online software like Canva or Runway or similar to create video	