

## Job Overview

<b>Job Title</b>	<b>Campaign Lead, Project Lead</b>		
<b>Reports to</b>	<b>Head of Project Development with dotted line to Program Director</b>		
<b>Direct Reports</b>	<b>Campaigners</b>		
<b>Unit</b>	<b>Project Development</b>	<b>Review Date</b>	<b>October 2023</b>
<b>Department/Section</b>	<b>Programs</b>	<b>Grade</b>	<b>17</b>
<b>Location</b>	One of GPAF's current locations but flexible as GPAF implements a hybrid work location model with Work-from-home being the main base of our work location.		

<b>Main Purpose of the Role</b>	<p>The Campaign Lead will need to oversee the strategic planning and execution of the campaign work in GPAF in an integrated approach that enables both fundraising and engaging audiences to effectively build counter power. The role includes the <b>ability to be responsive to emerging opportunities across the African continent</b> and the effective engagement with key stakeholders, including from government, business, our lawyers, the farmers, media and civil society and coordination of campaign work. The campaign Lead will also need to coordinate work with consultants and researchers, along with the global Greenpeace network.</p> <p>As a senior member of the Greenpeace Africa Programme Team, the Campaign Lead manages staff, leads and contributes to the development and implementation of the strategy and planning for the assigned campaign or project, in order to achieve a successful campaign in line with the objectives of Greenpeace Africa.</p> <p>The Campaign Lead will generally act as project lead for an assigned projects.</p>
---------------------------------	--

## Principal Accountabilities

Key Results Areas (no more than 6)	Main Duties	% of Job
<p><b>Strategic planning</b></p> <ul style="list-style-type: none"> <li>Participate in and contribute to the proposals and assessments of the Greenpeace Africa programme strategy.</li> <li>Lead and coordinate the development of the strategy and plans for the assigned campaign, in cooperation with the Senior Portfolio Manager.</li> <li>Contribute to the international campaign's strategy development.</li> <li>Assist in the strategic development of the social, economic, political, legislative and business components of the campaign in order to ensure that Greenpeace can respond effectively to strategic opportunities, and influence the development of relevant national and international legislation and practices.</li> </ul>	<ul style="list-style-type: none"> <li>Input provided to the Head of project Development and / or Programme Director for the development of the Greenpeace Africa programme strategy.</li> <li>Input provided to the Programme Director in order to assess the programme strategy.</li> <li>The strategy for the assigned campaign at GP Africa is defined and shared with relevant stakeholders and the team.</li> <li>Feedback and advice is provided to the Senior Portfolio Manager and Global Campaign Leader regarding the international campaign strategy.</li> </ul>	20%

**Note:**

This job description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or be interpreted as, a comprehensive list of all duties, responsibilities and qualifications required of jobholders assigned to the job. From time to time, job holders in this role may be assigned additional tasks of a similar nature.

<ul style="list-style-type: none"> <li>● Monitor external political, scientific, communications and technical developments related to the campaign(s); and identify opportunities for Greenpeace Africa</li> </ul>	<ul style="list-style-type: none"> <li>● Opportunities linked to external developments in the assigned campaign are effectively identified and briefings and/or draft campaign communications are shared internally</li> </ul>	
<p><b>Implementation of the campaign strategy and plans</b></p> <ul style="list-style-type: none"> <li>● Coordinate and supervise all arrangements for campaign activities as required.</li> <li>● Ensure that Greenpeace security guidelines are followed and report any security incidents as stipulated in the Standard Operating Procedure (SOP's).</li> <li>● Work with the Fundraising team to develop ways to maximize campaign's fundraising potential.</li> <li>● Establish communication and ensure collaboration with NGO's, partners, community leaders and all other important stakeholders within each project as required.</li> <li>● Represent Greenpeace at meetings, coordination bodies, media, stakeholders and local communities when required.</li> <li>● In agreement and in collaboration with the Communications team, use a range of communications 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.</li> <li>● Create or delegate the creation of substantive briefings and updates to inform staff, media and stakeholders on specific campaign issues, progress and outcomes.</li> <li>● 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.</li> <li>● Adapt role within team as appropriate, including playing supportive role to other members of the team as necessary</li> </ul>	<ul style="list-style-type: none"> <li>● All arrangements for campaign activities including information gathering and facilitation, physical trips to project areas for the project team, and other parties when necessary. are coordinated.</li> <li>● Greenpeace's security guidelines are followed.</li> <li>● The campaign's fundraising potential is maximized.</li> <li>● The campaign establishes and maintains collaboration with various stakeholders.</li> <li>● Greenpeace is adequately represented at various meetings.</li> <li>● Various communication tools are deployed to achieve campaign objectives.</li> <li>● Staff, the media and various stakeholders are updated on specific campaign developments.</li> <li>● Reporting to internal Greenpeace stakeholders flows regularly and consistently.</li> <li>● The Campaign Manager is flexible to the needs of various teams.</li> <li>● The Campaign Manager reflects on his/her performance as well as that of the teams.</li> <li>● The Campaign Manager contributes positively to facilitating teamwork and team building.</li> </ul>	<p>30%</p>

**Note:**

This job description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or be interpreted as, a comprehensive list of all duties, responsibilities and qualifications required of jobholders assigned to the job. From time to time, job holders in this role may be assigned additional tasks of a similar nature.

<ul style="list-style-type: none"> <li>Respond to challenges, explore new ideas and take initiatives in all aspects of internal collaboration.</li> <li>Take full part in self-evaluation of team campaign projects at their completion</li> <li>Provide input and contribute to teamwork and team building within Greenpeace Africa as required, including taking the lead on projects, and facilitation of meetings.</li> </ul>		
<p><b>Responsiveness</b></p> <ul style="list-style-type: none"> <li>Take a Pan African Outlook to project delivery by optimising responsive opportunities across the continent that advance campaign/project objectives</li> </ul>	<ul style="list-style-type: none"> <li>Build responsiveness and agility within the project team to foster campaign goals</li> <li>Leverage responsive opportunities aligned to campaign goals to create impact</li> </ul>	15%
<p><b>People Management</b></p> <ul style="list-style-type: none"> <li>Prepare an annual individual work plan and set measurable performance objectives for the campaign staff and manage and develop team and individual performance.</li> <li>Conduct individual performance reviews of each team member, reviewing past objectives and setting new objectives.</li> <li>In collaboration with the individual, identify staff development opportunities and define development objectives including training.</li> </ul>	<ul style="list-style-type: none"> <li>Team members have measurable performance objectives that are reviewed periodically.</li> <li>Regular one to one meetings are happening and feedback is provided to team members on their</li> </ul>	10%
<p><b>Relationship building and networking</b></p> <ul style="list-style-type: none"> <li>Build and maintain relationships with external stakeholders including civil society, communities, authorities,... to push our campaign forward</li> </ul>	<ul style="list-style-type: none"> <li>Active networks are built and maintained with GPI, NRO's and our allies to strengthen the impact of the campaign(s).</li> <li>Active networks and strong alliances is built with key strategic stakeholders</li> </ul>	10%
<p><b>Campaign Budget</b></p> <ul style="list-style-type: none"> <li>Ensure specific relevant campaign projects are properly budgeted for</li> <li>Manage relevant campaign budget and ensure that there is no overspend</li> </ul>	<ul style="list-style-type: none"> <li>Budgets are managed in such a way that the campaign objectives are met within the approved budgets.</li> </ul>	10%

**Note:**

This job description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or be interpreted as, a comprehensive list of all duties, responsibilities and qualifications required of jobholders assigned to the job. From time to time, job holders in this role may be assigned additional tasks of a similar nature.

<ul style="list-style-type: none"> <li>Identify and implement the most cost effective/strategic use of the campaign budget</li> </ul>		
<p><b>Internal collaboration</b></p> <ul style="list-style-type: none"> <li>Work openly and cooperatively with other teams (campaigns, engagement, fundraising, actions and logistics).</li> <li>Communicate effectively with other teams (campaign, engagement, fundraising, actions, and logistics).</li> </ul>	<ul style="list-style-type: none"> <li>The Campaign Manager works and communicates effectively, with other team members from various departments.</li> <li>The Campaign Manager responds to challenges, explores new ideas and takes initiative in teams.</li> </ul>	5%

**Critical Working Relationships**

**Internal**

<b>Audience</b>	<b>Reason for Contact</b>
Internal Teams (Campaigns, Engagement, Fundraising, Ships, Actions and Logistics)	GPAf Campaigns

**External**

<b>Audience</b>	<b>Reason for Contact</b>
GPI, NROs	Strengthen the impact of campaigns

**Required Qualifications & Experience**

<b>Preferred Qualifications</b>	University degree in relevant field.
<b>Preferred Experience</b>	5 years' experience of campaign management and coordination 3 years' experience of managing staff. Experience of working in an international, multicultural team Strong Pan African Mindset Ability to be responsive to external moments

**Note:**

This job description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or be interpreted as, a comprehensive list of all duties, responsibilities and qualifications required of jobholders assigned to the job. From time to time, job holders in this role may be assigned additional tasks of a similar nature.

	Knowledge and/or experience in campaigning and tactics used in campaigns, public engagement, activism and advocacy and lobbying
--	---

<b>Required Skills &amp; Behaviors</b>	
<b>Skills</b>	<b>Behaviors</b>
[FFL]: Working knowledge of the Agriculture sector in East Africa.	Employing effective negotiation and persuasion
[FFL] Fluency in French and Swahili is an advantage.	Ability to communicate effectively and appropriately with a wide range of stakeholders, both verbally and in writing.
[Climate and Energy] Knowledge and experience working on climate change and energy issues is required (in Southern Africa)	Ability to collaborate and work with others to achieve results.
[FFL]: Working knowledge of the Agriculture sector in East Africa.	
Negotiation skills	

**Note:**

This job description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or be interpreted as, a comprehensive list of all duties, responsibilities and qualifications required of jobholders assigned to the job. From time to time, job holders in this role may be assigned additional tasks of a similar nature.