



Oceans Senior Campaign Manager

## Description

### About Greenpeace Africa

Off the west coast of Africa, the battleground is underwater. Governments have given massive European fishing fleets permission to come in and suck up the fish that sustain their people. Without navies to monitor fishing fleets, the aim of bringing foreign currency into the economy has resulted in fewer people in West Africa eating fish than their grandparents did.

The Oceans Campaign, one of Greenpeace's major campaigns in Africa, seeks to protect the oceans from illegal, unreported and unregulated fishing and to ensure sustainability of the oceans. It's also about making sure the oceans are not polluted and its produce is consumed in a fair and sustainable manner. Those who rely on the oceans for their source of livelihood and protein are key stakeholders in this mission and engaging them is primary in winning Greenpeace's campaigns.

### Main Purpose of the Role

#### **Reporting to:**

Programme Director

#### **Direct reports:**

Oceans Campaigners and Political advisor

There has never been a more exciting and challenging time to join Greenpeace Africa and help build people-powered campaigns—all backed by their long established track record for taking non-violent direct action. Greenpeace's work is based on respected science, creative communications, precedent-setting legal action, carried by the long reach of their ships and so much more.

As a senior member of the Greenpeace Africa Programme Leadership Team, you will lead the strategy development and implementation of the Oceans Campaign in West Africa. You will manage the Oceans Campaign and staff, build the capacity of the Oceans team, and be part of the planning and implementation to achieve the objectives of both Greenpeace Africa and the global Oceans Campaign.

### Role Requirements

#### **Strategic Planning:**

- You will lead and coordinate Greenpeace Africa's Oceans Campaign strategy and projects, in coordination with the global Oceans strategy, working with other Greenpeace offices around the world.
- You will monitor political, scientific, communications and technical development related to the campaigns; provide briefings and influencing the development of relevant national and international legislation and practices.

#### **Campaign Management:**

- You will be responsible for the annual individual work plan, including measurable performance objectives for staff and building the capacity of the Ocean team.
- You will coordinate and supervise the Oceans Campaign, ensuring that Greenpeace security guidelines are followed, and work with the Advancement team to maximise the Oceans Campaign's fundraising potential.

**Communications and Representation:**

- You will work closely with the Engagement and Fundraising Directors to build their supporter base from the Oceans Campaign, representing Greenpeace with their stakeholders, media and local communities.
- Working with the Programmes, Fundraising, Engagement and Communication Directors you will select and use communications tools such as direct action, direct communications, traditional and new media, briefing sheets and public information to further Oceans Campaign objectives.

**Campaign Budget:**

- You will ensure specific relevant campaign projects are properly budgeted for.
- You will manage the campaign budget, identifying and implementing the most cost-effective use.

**Team Work:**

- You will be expected to work with other team members, responding to challenges, exploring new ideas and taking the initiative in all aspects of team work.

**Preferred minimum qualification:**

- University Degree (advanced degree an advantage).

**Preferred Minimum Experience and Requirements**

- Fluent in French and English, both written and spoken.
- 7 years' experience designing, developing and managing campaigns.
- 5 years' experience managing staff.
- Working knowledge of Fishery sector/oceans management in West Africa.
- Able to analyse environmental issues in terms of campaign opportunities and in terms of overall strategic objectives.
- Able to develop, manage and coordinate multi-country campaigns plans.
- Able to be innovative and imaginative in solving problems arising from campaigns.
- Specific expertise in use of non-violent direct action; public communication and engagement activities; use of traditional and new media; political and corporate work or use of science and law.
- Able to make and maintain effective contacts and relationships, with local partners and all relevant stakeholders to build networks and alliances to ensure support for campaign objectives.
- Able and willingness to travel frequently both on the continent and beyond.
- Experience of working in an international, multi-cultural and dynamic team.

**Meta Fields**