

# GREENPEACE

Deputy Programme Director (Campaigns)  
February 2024



# About Greenpeace

**Greenpeace is a movement of people who are passionate about defending the natural world from destruction.**

Our vision is a greener, healthier and more peaceful planet, one that can sustain life for generations to come. We're independent. We don't accept any funding from governments, corporations or political parties – our work is funded by ordinary people. That means we're free to confront governments and corporations responsible for the destruction of the natural world and push for real change.

We do this by investigating, documenting and exposing the causes of environmental destruction. We work to bring about change through lobbying, consumer pressure and mobilising members of the general public. And we take peaceful direct action to protect our Earth and promote solutions for a green and peaceful future.

Greenpeace was founded in 1971 by a small group of concerned individuals, who set sail to Amchitka Island off the coast of Alaska to try and stop a US nuclear weapons test. Their old fishing boat was called "The Greenpeace". Today, Greenpeace is present in over 40 countries around the world. Our movement is growing every day and our commitment to realising our vision is as strong as ever.

We find ourselves at a pivotal point in human history. Climate change and biodiversity loss are both rapidly accelerating, and we're seeing and feeling the effects of it ever more – in the changes to our air, sea levels and more extreme weather events, and in the daily warnings of ecological collapse. The need to act to protect our planet has never been so urgent, yet governments and corporations are still dragging their feet. Our mission is to promote radical changes and new solutions to the ways we live on this planet so that we can all call it home for generations to come.



# Message from the Programme Director

I'm so excited you are interested in the role of Deputy Director (Campaigns) at Greenpeace UK!

I joined Greenpeace in June 2023 with a huge amount of energy and excitement to build on Greenpeace's 50 year legacy of making change through strategic, impactful, creative and always ambitious action. I joined because I know we're in a critical period for the future of the planet and its residents. There are no two ways about it – should you choose to join us, this role will be challenging, but it couldn't be more important.

We are in a time when the tide on this era-defining issue could be turning. The climate movement is more mainstream than ever, with more public support for halting climate and biodiversity breakdown and ever more people willing to take action. The solutions we need to resolve these crises are at our fingertips – and so our movement is powerful.

In the coming years, we need to continue to make this movement stronger and lean into Greenpeace's strengths to demand the changes we need. We want to work at the intersection of social justice and climate to drive progressive change and we need to do this in the most inclusive and diverse ways possible. Greenpeace knows what the world we want looks like, and this is where you come in, to help us make it real.

In this role, you will work with some of the most talented campaigners, communicators and mobilisers out there. You'll craft laser sharp strategies and coach teams in smart delivery, creative risk taking and movement collaboration. Alongside your leadership colleagues, you'll create an inclusive, can do culture that sees your colleagues thrive.

Just as important, no matter what your role in Greenpeace, there are always plenty of opportunities to get stuck in alongside our incredible volunteers as an activist.

The action we take in the years ahead will dictate the future that lies beyond. We'd love you to help us rise to the challenge.

Thanks again for your interest!



Amy  
Programme Director





## The Role

### Role

Deputy Programme Director (Campaigns)

### Location

Hybrid, with at least 2 days per week working from the London office in Islington

### Salary

£66,192 to £72,576 p.a (Greenpeace UK typically appoints at the start of the salary scale)

### Direct Reports

4 Campaigns Team Leaders

### Benefits

- Annual leave is 25 days per year for full-time staff and additional leave is accrued according to length of service up to a maximum of 32 days. Annual leave is applied pro-rata for part-time staff. The office is normally closed between Christmas and new year and staff don't have to use annual leave to cover this period.

- Greenpeace UK offer a generous salary sacrifice pension scheme held with Aviva. Greenpeace contributes 8.5% of basic salary, provided you contribute at least 3%.
- To assist with meeting the costs of travel to work, you can take advantage of an interest free season ticket loan or a tax efficient bicycle loan.
- We offer a life assurance scheme paying four times your annual salary in the unfortunate event of death during employment.
- Along with all employees, you have access to the Employee Assistance Programme (EAP) provided by Health Assured.

### Travel

There will be some international meetings as part of this role (up to 3 times per year for no more than a week at a time).

## Job Summary

### Overall purpose of the post

We're in a crucial decade for slowing, even reversing, the climate and nature crises in a way that improves the lives of people - particularly those on the frontline who have contributed the least. Effective Greenpeace strategies are an essential contribution to a movement of actors taking action. This role will be responsible for making sure our campaigns meet the moment.

We're looking for an experienced campaigner and communicator to join our programme leadership team. A seasoned strategic thinker and operator, you'll have extensive experience in developing and delivering campaigns that shift power and drive change in volatile and interconnected systems. You'll have experience working across a range of strategies and tactics - know how to mix insider lobbying with outsider mass engagement and organising, and as adept at fronting up to entrenched power, as building new with allies and grassroots actors. And of course, you'll have an understanding of, and passion for, the kind of bold and creative actions that are core to the Greenpeace DNA.

As a member of the Programme Leadership Team, you'll deploy your expertise in setting the overarching strategic framework for the department, based on rigorous situational and power analyses and an

assessment of our unique role in the movement. Then you'll provide leadership, coaching, challenge and oversight to our campaigners as they develop effective campaigns within that framework, spotting opportunities within a fast evolving political, social and cultural landscape and delivering measurable real-world impact.

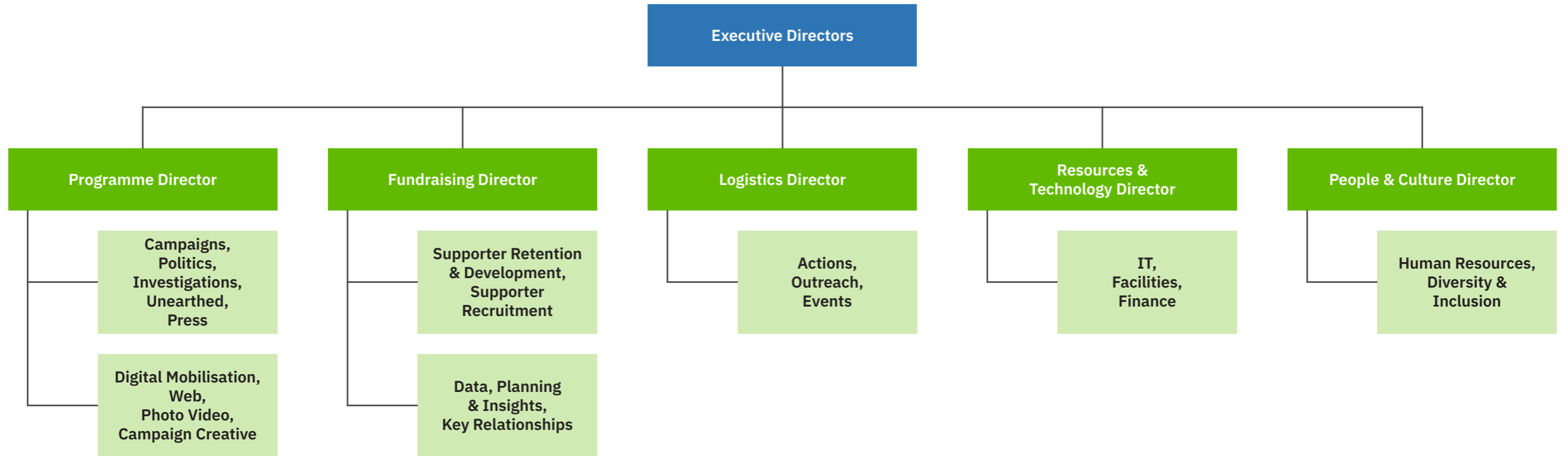
Greenpeace has some of the best campaigners, communicators and creators in the business, but in a context of culture wars, polarisation and global instability, we can't afford to do what we've always done. You'll work with your fellow deputies to ensure we're best in class when it comes to new ways of working, creativity, innovation and constant evaluation and evolution.

As a leader in our organisation, you'll also play a role in promoting an inclusive, supportive and effective environment that embodies our values; work with global colleagues on global campaigns; and take on leadership of special projects as and when required.

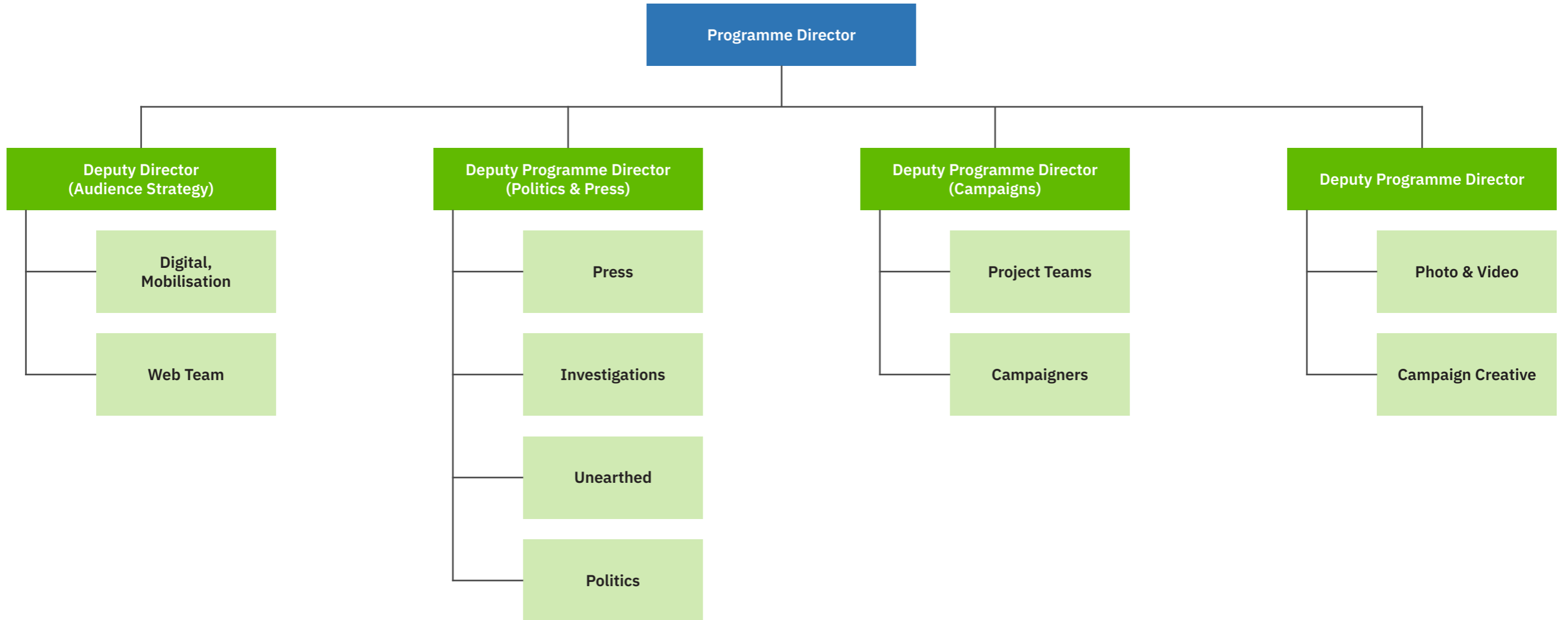
Greenpeace campaigns across a wide diversity of areas - we don't expect you to be a subject expert, but we do want to see evidence of your ability to effectively marshal resources to drive change, and a deep passion for applying those skills in service of the climate and nature crises.



# Greenpeace UK Campaigns Team – Organisation Chart



# Greenpeace UK Programme Department Structure



# Responsibilities

## Organisational Leadership

- As part of the Programme Leadership Team, supporting the Programme Director in setting the vision and overarching strategic framework for all Greenpeace UK's campaigns.
- Working with programme and fundraising leadership colleagues to ensure campaign strategies build our supporter power base and enable them to take meaningful action.
- Representing the organisation at a high level - attending external meetings, representing GPUK at international meetings, conducting high level media work and liaising with sector and movement allies as required.
- Deputising for the Programme Director on request.
- Promoting, modelling and embedding high standards of management practice, as part of the collective senior leadership of the organisation.
- Ensuring effective integration and liaison with other Greenpeace offices; actively participating in the planning of the international campaign programme.

## Programme Leadership

- Working with our Deputy Director: Audience Strategy to ensure the strategic use of audience insights and intervention design in campaign planning, delivery and evaluation across our programme.
- Assisting the Programme Director in overseeing and managing the development of all Greenpeace UK campaign and communication strategies in line with our strategic framework.

- Developing, overseeing and refining our campaign development and delivery processes - ensuring a ruthless impact focus, effective deployment of resource and integration of different functions, and the use of data to continuously adapt and improve.
- Working with the Deputy Director: News, Politics and Investigations to ensure the strategic use of media and political intervention.
- Working with our logistics colleagues to champion and centre ambitious and creative risk taking NVDA (Non-violent direct actions) as a core component of our campaigns, directly challenging power.
- Deploying your leadership experience to provide coaching and mentorship to team leaders and specialist heads - helping them navigate and respond to strategic and operational challenges and spotting opportunities to be more relevant, inspiring and impactful.
- Providing management, coaching and mentorship to four campaign teams:
  - Line management of four team leaders.
  - Advise on strategic and tactical development of campaign projects or specialist strategies
  - Provide experienced campaign, communications and process advice.
  - Advise on team dynamics and foster effective cross organisation working.
  - Identify gaps, issues and needs in the teams and work with PLT (Programme leadership team) colleagues to resolve them.
- Actively plan and oversee staff recruitment, development and succession to meet future programme requirements.

- Advising the PD on the learning, development and training needs of the department and initiating work to address those needs or delivering agreed L&D plans.
- Taking responsibility for any budgets in the department delegated by the PD.
- Leadership of specific departmental projects.
- Modelling and upholding Greenpeace UK and GPUK programme departmental values:
  - Embrace personal learning, development and application of diversity awareness and an anti-racist approach. Model inclusive behaviours to ensure all colleagues and contacts feel respected and treated with dignity, inclusivity and openness. Demand the same from all colleagues.
  - Model and forge stronger international relationships and cross-cultural learning to help make GPUK be a more inclusive and better integrated global player.
  - Continuously develop and model best practice international working practices with a special focus on working with colleagues for whom English is not a first language and sensitivity to national and geographically specific factors that affect global teams and inter-office, inter team, or interpersonal relationships.

**NOTE:** Greenpeace expects all its employees to have a full commitment to the organisation's equal opportunities and health and safety policies and have acceptance of personal responsibility for their practical application.



# Candidate Profile

## Leadership and professional skills

- Proven track record of success in a campaigning environment and demonstrable ability to develop and deliver campaigns that shift power.
- Proven ability to develop and scrutinise strategies by engaging with and leading processes with a wide-range of stakeholders to develop effective, insight led campaign strategies and construct and deliver multiple strand projects and implementation plans that deliver strategic outcomes.
- Proven experience, or demonstrable understanding of, developing effective communications strategies that turn complex campaigns into engaging messages across diverse platforms for a range of audiences.
- An understanding of both traditional and digital communications, in particular their uses in a campaigning organisation.
- An understanding of, and passion for, NVDA (Non-violent direct actions) within campaign strategies.
- Experience of delivering creative campaign interventions that catch the public imagination and/or land new narrative (creative NVDA, engaging storytelling content etc).
- Willingness to (experience an advantage) work cross-departmentally, particularly with fundraising

teams, on co-owned objectives in a collaborative and mutually supportive way.

- Ability to engage with and lead strategic and creative processes with a wide range of stakeholders.
- Ability to understand and contribute to a wide range of shared organisational goals beyond those of this post.
- Global mindedness and a passion for international collaboration and cross-cultural working.
- Ability (and proven experience) to communicate clearly and diplomatically in face-to-face meetings, during disagreements and in difficult circumstances.
- Proven ability to manage large budgets.

## Senior management

- Ability to take on the significant responsibilities of a senior leader and to be able to contribute as appropriate to achieve positive and decisive leadership, including deputising for the Programme Director as needed.
- Ability to analyse information and put forward challenging ideas which will contribute to the Greenpeace long-term strategy.
- Ability to contribute to and support decisions taken by the Executive Director, other Directors and the UK Board, including those which may be unpopular.





## Candidate Profile

### People Management

- Understanding of and strong support for diversity, inclusion, equal opportunities and dignity in the workplace in all dealings with and management of staff, when recruiting, and when representing Greenpeace UK internally or Greenpeace externally.
- Experience of successfully leading and managing staff and their work performance.
- Ability to set high standards of work performance and goals which are result orientated.
- Proven track record in managing multiple project teams.
- Ability to inspire others, particularly in creative risk-taking and innovation.

### Personal Qualities

- A constructive disruptor who challenges the status quo and isn't satisfied with simply accepting what has been done in the past. You'll be able to identify the need for change, articulate a compelling vision and guide people to deliver it through culture change and upskilling.

- A commitment to Greenpeace's values of creative, peaceful confrontation, direct action, non-violence, internationalism, inclusivity and independence. A determination to defend nature, social justice and peace.
- Commitment to diversity, inclusion and anti-racism is essential.
- Willingness to continually learn and develop greater sensitivity to and awareness of social and cultural differences, particularly in relation to protected characteristics, and how to work positively and inclusively in a multicultural and socially diverse environment.
- Excellent oral and written communication skills.
- Ability to act quickly and decisively as necessary and to adapt to a fast changing environment.
- Effective and positive team-player with a preference for collaboration.
- Ability and willingness to travel overseas for short periods (two or three times per year).
- Willingness to work occasional unsocial hours as required.

# How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job advert page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

## Get in Touch

If you would like to have an informal discussion, have any queries, or need additional information please email [greenpeace-ddc@oxfordhr.com](mailto:greenpeace-ddc@oxfordhr.com) in the first instance.

Greenpeace UK and Oxford HR are committed to providing equal opportunities for everyone regardless of their background. We acknowledge that people from certain backgrounds are under-represented in environmental and campaigning organisations and we’re committed to doing what we can to correct this. We are particularly keen to receive applications from people of colour; people with disabilities; people who identify as being LGBTQIA; people who are neurodiverse; and people who identify as working class now or in the past.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Document Name-Date (mmyy) e.g., Malika-Jones-CV-012023-Greenpeace or Malika-Jones-CoverLetter-012023- Greenpeace.

## Equality Statement

Equality and diversity are at the core of Greenpeace’s values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.





## About Oxford HR

Exceptional leaders can inspire change and propel purpose-led organisations towards reaching their world-changing goals. Finding such leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success.

Oxford HR is a global leadership consultancy dedicated to searching for and supporting remarkable leaders and teams in purpose-led organisations.

We understand the nuances of purpose-led leadership because we've worked in organisations across the breadth of the sector ourselves. We've also worked with such organisations since 1995; so we appreciate just what benefits impactful people can bring.



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