



About Greenpeace UK

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 by 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 Programme Director 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 all of us on it. There are no two ways about it – this work is challenging, but it couldn't be more important, should you choose to join us!

We are at a crossroads. Public concern for climate and nature remains impressively high, and we operate within a vibrant, global movement calling for action, but that action is coming under sustained attack - from corporations shutting down free speech, to politicians driving misinformation and polarisation. We have the solutions we need to tackle the climate and nature crisis in a way that improves the lives of ordinary people, but it's going to take the work of Greenpeace and our allies to bring those solutions into being.

In the coming years, we need 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.

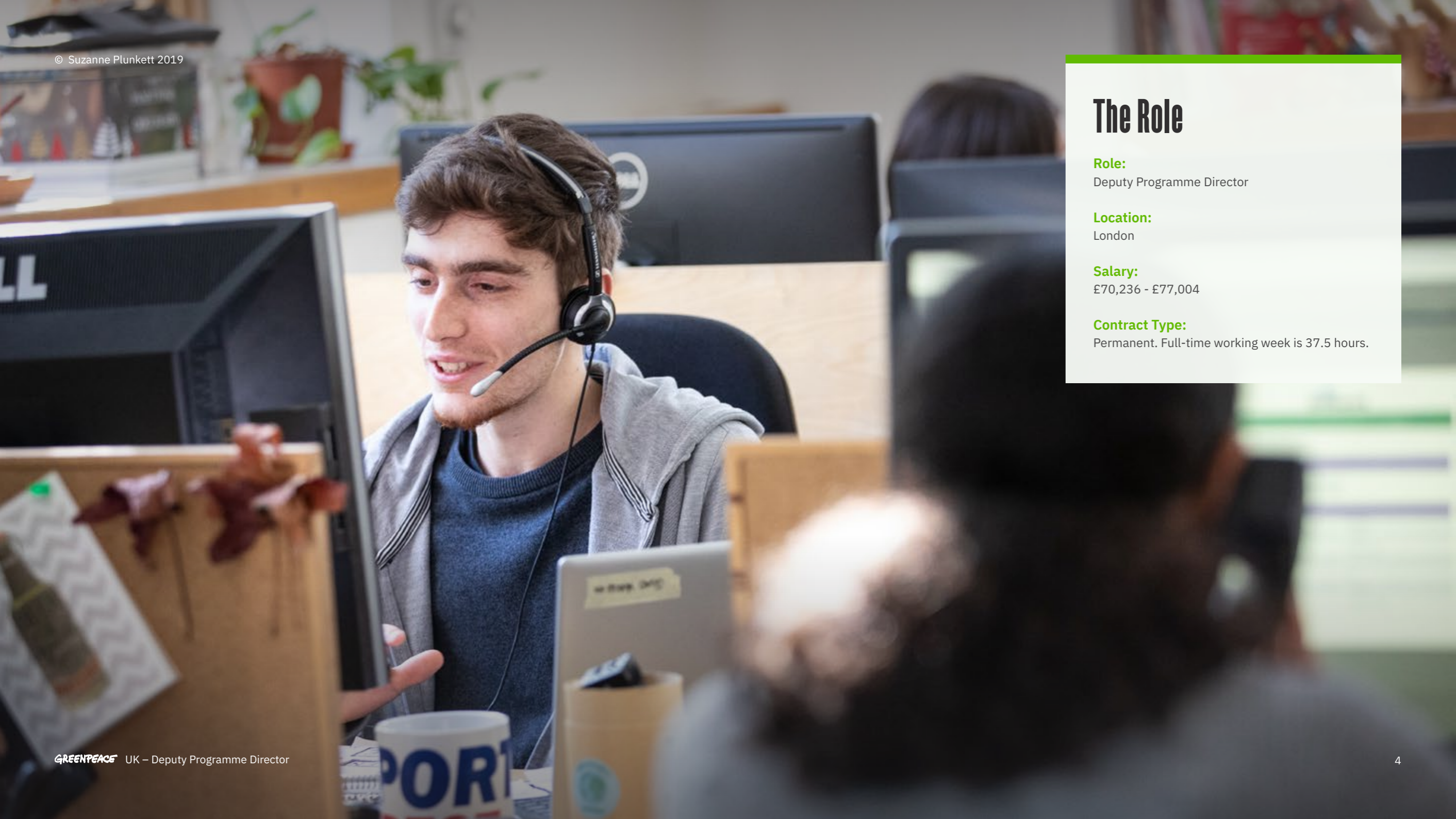
In this role, you will work with some of the most talented campaigners, communicators and mobilisers out there. You'll craft killer strategies and coach teams in smart delivery, creative risk taking and movement collaboration. Alongside your leadership colleagues, you'll create an inclusive, 'can do'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



The Role

Role:

Deputy Programme Director

Location:

London

Salary:

£70,236 - £77,004

Contract Type:

Permanent. Full-time working week is 37.5 hours.

Job Summary

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 and campaigns 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, as adept at fronting up to entrenched power, as building new with allies and grassroots actors, and of course with 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. We need to be 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; working with global colleagues on global campaigns; and taking on leadership of special projects as and when required. You'll also support your direct reports to model and uphold strong and supportive management standards.

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.



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.
- Working with our Deputy Director: Audience Strategy to ensure the strategic use of audience data and insights in campaign planning, delivery and evaluation across our programme.
- 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:
 - Fulfilling any responsibility covered by the Programme Director.
 - Reporting to the Executive Director and GPUK Board as requested.
 - Taking decisions and being accountable for them on behalf of the PD.
 - Represent programme leadership in cross-organisational processes or discussions.
- 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

- Assisting the Programme Director in overseeing and managing the development of all Greenpeace UK campaign 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: Public Affairs to ensure the strategic use of media and political intervention.
- Working with our logistics colleagues to champion and centre ambitious and creative risk taking non-violent direct action as a core component of our campaigns, directly challenging power.
- Deploying your leadership experience to provide direction, coaching and mentorship to campaign and specialist heads - helping them navigate and respond to strategic and operational challenges and spotting opportunities to be more relevant, inspiring and impactful.
- Providing leadership, management and coaching to campaigners within our two missions - climate and biodiversity.
- Each of our two missions is headed up by a co-leadership structure - a Co-Head (Campaigns) who you will manage, and a Co-Head (Communications and Engagement) managed by the Deputy Director (Audience Strategy).
- Setting of "mission" level objectives and strategies.
- Advise on strategic and tactical development of campaign projects within each mission that incorporate the full spectrum of Greenpeace campaign and communication tactics, channels and tools.
- Provide experienced campaign, communications and process advice.
- Advise on team dynamics and foster effective cross org working.
- Spot gaps, issues and needs in the teams and work with PLT colleagues to resolve them.
- Actively plan and oversee staff recruitment, development and succession to meet future programme requirements.

- Taking responsibility for any budgets in the department delegated by the PD.
- Leadership of specific departmental projects e.g.
 - Strategic scoping of new pieces of work.
 - Developing International cluster proposals.
 - Designing and leading departmental strategy processes.
 - Rapid reaction and pilot projects.
 - Special projects in response to other one-off opportunities.
 - Projects related to long term departmental development.
- Modelling and upholding Greenpeace UK values:
 - Champion and reward a culture of shared goals and successes within your team. Role model this with peers across the department and wider organisation.
 - Promote and actively role model organisational values with direct reports and teams, holding yourself and others accountable. Recognise and reward behaviours that contribute to building the culture we want and actively address those that don't.
 - Role model openness to feedback and adaptability under pressure, embedding continuous improvement and a growth mindset across your team.
- Carry out other duties appropriate to the post as requested by the Programme Director.

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 and tactics that capture the public imagination, land new narratives and shift power.**
- Skilled at working with a wide range of stakeholders to develop insight-led strategies, and at planning and delivering multi-strand projects that achieve strategic goals.
- **Demonstrable understanding of effective communications strategies that turn complex campaigns into engaging messages across diverse platforms for a range of audiences, with a strong grasp of both traditional and digital communications and their application within a campaigning organisation.**
- **An understanding of, and passion for, the role of non-violent direct action 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.

- Global mindedness and a passion for international collaboration and cross-cultural working.
- Proven ability to communicate clearly and diplomatically in face to face meetings, during disagreements and in difficult circumstances.
- 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.

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.**
- **Substantial experience of successfully leading and managing staff and their work performance.**
- Experience of managing multiple teams and ensuring effective communication between them and a wider organisation.
- Proven track record in managing multiple project teams.
- Ability to inspire others, particularly in creative risk-taking and innovation.

Candidate Profile

Senior Management

- Ability to take on the significant responsibilities of a senior leader and to provide 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 Greenpeace long term strategy.
- Ability to contribute to and support decisions taken by the Executive Directors, other Directors and the UK Board, including those which may be unpopular.

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.
- Someone who can think strategically, create structure out of ambiguity, and deliver on a strategy through motivating and influencing the people around them.

- **A commitment to Greenpeace's global values of creative peaceful confrontation, direct action, non-violence, internationalism, inclusivity and independence. A determination to deliver on our mission of tackling the climate crisis and restoring biodiversity in a fair and equitable way.**
- Experience of championing and role modelling values and holding yourself and others accountable to create a positive shared culture.
- **A 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.





Employee Benefits

- **25 days annual leave** for full time staff, with additional leave accrued according to length of service up to a maximum of 32 days.
- **A strong focus on staff wellbeing and work/life balance**, which includes an organisational 'breather' day once a month where the office closes with no expectations of output on these days. Office closure between Christmas and new year normally occurs, and staff are not required to use annual leave to cover this period.
- **Employer pension contribution of 8.5% of basic salary**, provided employees contribute at least 3%.
- **Generous enhanced family and sickness leave** provisions subject to length of service.
- **Interest free season ticket loan, or a tax efficient bicycle loan.**
- **Life assurance scheme** (4 x annual salary).
- **Employee Assistance Programme** that includes access to free confidential advice with a qualified counsellor.

Perks include:

- We have a **subsidised café** which serves healthy, organic vegetarian and vegan food for staff and visitors at a fraction of the cost of a typical Islington lunch.
- We run several **learning and development workshops** including building personal resilience, courageous conversations and managing mental health at work.
- If you would like to cycle or run to work, or take an active lunch break, we have **showers, lockers and a bike shed**.
- Employees also have access to a **free cycle maintenance workshop** held on site once a month.
- As an employee of Greenpeace, you can benefit from **4 hours of free cycle training** with our friends at Bikeability, to learn how to cycle more safely.
- We have several **bikes that staff can borrow** to attend the training and also to commute to work.
- We provide a **free weekly yoga class** every Tuesday with an expert instructor covering a range of yoga practices.

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 the 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 document should be saved in PDF in the following format: Your First Name-Your Last Name-Document Name-Date (mmyy)-GreenpeaceUK e.g., Malika-Jones-CV-0626-GreenpeaceUK or Malika-Jones-CoverLetter-0626-GreenpeaceUK.

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. At application stage we will be specifically assessing the following competencies:

- Proven track record of success in a campaigning environment and demonstrable ability to develop and deliver campaigns and tactics that capture the public imagination, land new narratives and shift power.
- Demonstrable understanding of effective communications strategies that turn complex campaigns into engaging messages across diverse platforms for a range of audiences, with a strong grasp of both traditional and digital communications and their application within a campaigning organisation.

- An understanding of, and passion for, the role of non-violent direct action within campaign strategies.
- 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.
- Substantial experience of successfully leading and managing staff and their work performance.
- A commitment to Greenpeace’s global values of creative peaceful confrontation, direct action, non-violence, internationalism, inclusivity and independence. A determination to deliver on our mission of tackling the climate crisis and restoring biodiversity in a fair and equitable way.
- A 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.

Diversity and Inclusion

Greenpeace UK recognises the value in having a diverse workforce, as well as the importance of creating equal opportunities for all. Applications are welcomed and encouraged from people of all backgrounds. Candidates will be selected based on how well they meet the criteria for the role and all applicants will be treated fairly throughout the recruitment process.

Anti-Racism and Inclusion Commitments

Greenpeace UK has published ambitious [race representation targets](#) and, through its [Anti Racism Plan](#), is working proactively to achieve stronger representation of people of colour, particularly within leadership positions.

As part of this commitment, a **Guaranteed Interview Scheme (GIS)** is being piloted. Greenpeace UK aims to offer an interview to everyone who opts into the scheme and meets the essential criteria. Guaranteed interview applications will be processed by **Oxford HR** and shared only with the Greenpeace UK recruiting manager and HR team.

If you identify as a person of colour and meet the essential criteria for the role, you can choose to opt in to the Guaranteed Interview Scheme by emailing Zoe Greenwood at zgreenwood@oxfordhr.com.

More information:

- **Race representation targets:** <https://www.greenpeace.org.uk/about-greenpeace/representation-targets/>
- **Anti-Racism Plan:** <https://www.greenpeace.org.uk/work-for-greenpeace/diversity-and-inclusion/>
- **GPUK Strategy & Values:** <https://www.greenpeace.org.uk/about-greenpeace/strategy/>

Timeline

- **Closing Date:** Sunday 5th July 2026
- **First Stage Interviews with Oxford HR:** Week of 13th July and Week of 20th July 2026
- **Interviews with Greenpeace UK:** Week of 27th July or 3rd August 2026

All candidates will receive an update regarding their application within 14 days of the closing date. We advise candidates to add the Oxford HR Consultant email address to their safe senders list and regularly check their spam folder.

Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email Zoe at zgreenwood@oxfordhr.com in the first instance.



About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have. Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success.

We work across the globe to search for and support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions.

Learn more at: oxfordhr.com



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