



INFORMATION TO APPLICANTS FOR THE POST OF  
**CAMPAIGNER –**  
**(Sustainable Agriculture & Genetic Engineering)**

*Greenpeace is an independent campaigning organization that uses non-violent, creative confrontation to expose global environmental problems, and to force solutions that are essential to green and peaceful future.*

**About Greenpeace India - [www.greenpeaceindia.org](http://www.greenpeaceindia.org)**

Currently, the public campaigns in India are organised to:

- prevent climate change by ending our addiction to polluting fuels and promote clean, renewable and efficient energy
- protect oceans
- eliminate toxic chemicals
- prevent the release of genetically modified organisms into nature

**About the Sustainable Agriculture Campaign**

**Greenpeace believes in a paradigm shift in agricultural practices** from corporate controlled intensive practices (extensive use of chemicals and genetically engineered crops) to ecological farming.

**Ecological Farming** defends nature and people by protecting soil, water and climate, promotes biodiversity, ensures healthy farming and healthy food for today and tomorrow, and does not contaminate the environment with chemical inputs or genetic engineering.

**Synthetic fertilizers are one of the chemical inputs that are extensively used** in agriculture today. Chemical fertilizers are popular because of the large amount of subsidies doled out every year by the Government. This is the single largest chunk of government recurring investment in agriculture and has been destroying our soil and water resources.

**Greenpeace is challenging the use of chemical fertilizers by initiating a debate** in different regions in India and in the media on the reforms proposed by the government on the fertilizer subsidy regime.

**In 2010 we intend to create this informed debate through public hearings** across the country where people from different walks of life would take part. We expect these forums to help mobilize the national opinion for sustainable agricultural policies.

### **The Campaigner's Position**

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Greenpeace is looking for an individual who can immediately take up this role of organizing the public hearings and eventually work with the team to influence policy in favour of ecological farming.

#### **She/ he is someone who:**

1. Believes that the way forward for agriculture is to make it eco friendly.
  2. Believes in equitable and sustainable development paradigm.
  3. Believes in people of power to change policies.
  4. Has experience and interest in people mobilization.
  5. Has an understanding of national and state level politics across the country.
  6. Is well-networked among rural development and farmers groups and others working on sustainable agriculture in the country.
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### **APPLICATION PROCEDURE**

1. Please review the job description and person specification for this position, given below.
2. Email to the HR Manager at [hr.recruitment.in@greenpeace.org](mailto:hr.recruitment.in@greenpeace.org) with the subject line "**SUS AG**"
  - a. A **CV (max 2 page)** of your education, paid/voluntary work experience.
  - b. A **completed application form** attached.
3. Only applicants who successfully demonstrate that they meet the job requirements will be called for a telephone interview. If you do not hear from us within 1 month after the closing date, you may assume that your application was not short-listed.
4. **Closing Date – 18<sup>th</sup> December 2009**
5. After the telephone interview a face-to-face interview will follow.

<b>JOB DESCRIPTION</b>
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<b>JOB TITLE:</b>	CAMPAIGNER
<b>DEPARTMENT:</b>	Campaigns Department
<b>LINE MANAGES:</b>	Campaigners & volunteers
<b>REPORTS TO:</b>	Campaign Manager/Director
<b>LOCATION:</b>	Bangalore, India
<b>STARTING SALARY:</b>	Rs. 3.24 – Rs.4.04 lakhs per annum (cost to organization)

**OVERALL PURPOSE OF JOB:**

To contribute to strategy development of the chosen campaign through research and analysis of relevant data/news/information and stakeholders.

To manage and lead a small project phase within a larger campaign project.

To ensure the effective implementation of Greenpeace campaigns using a range of action-led campaign and communication tools.

**MAIN AREAS OF RESPONSIBILITY****(1) Strategy Development**

- a. Contribute effectively to strategy development of the chosen campaign
- b. Monitor and analyze external developments in political/media/corporate circles relevant to the specific campaign area and make appropriate recommendations to campaign strategy, objectives and plans.
- c. Undertake appropriate research and utilize information in pursuit of campaign objectives. This requires developing expertise in the specific campaign area and supervising other specialists.
- d. Monitor relevant campaign developments internationally, both within Greenpeace International offices and other organizations.

**(2) Campaign Project Implementation**

- a. To successfully plan, develop, co-ordinate and implement a short project phase within a larger campaign project.
- b. To monitor and authorize budgeted expenditure for/during the project phase.
- c. To provide line management leadership to chosen team members during the project phase.
- d. Monitor and analyze developments within the project and make appropriate recommendations

for action to the Campaign Group.

- e. Take responsibility for managing project information systems/storage and ensure proper documentation and archiving of project records.

**(3) Communication**

- a. To independently handle public speaking engagements like press meets, conferences etc. according to the needs of the campaign program.
- b. To prepare substantive press briefings and updates to inform assigned media staff on the campaign issues and maintain consistent external communication of issues.
- c. To maintain, and be able to succinctly communicate, a working knowledge in a designated campaign area.
- d. To represent Greenpeace at relevant meetings/conventions with media, industry, governments, NGOs, and public, in support of the campaign strategy and activities.

**(4) Political and Corporate Advocacy & Networking**

- a. To meet with, and present Greenpeace's arguments to relevant political and corporate representatives where appropriate to campaign objectives.
- b. To build and maintain networks with key allies and NGOs in support of campaign objectives.

**(5) Team Work**

- a. To work successfully as a member of the campaign team, with responsibility for specific campaign issues as appropriate, and participate in cross-campaigning work as when required.
- b. To maintain contact with international and regional issue coordinators within Greenpeace and provide/seek input into global/local strategies and objectives.

**OTHER RESPONSIBILITIES:**

- a. Participate in the wider discussion of the Campaign Group on the Campaign program and overall campaign strategy.
- b. Undertake any other duties, appropriate to the position, as delegated by the Campaigns Manager.

**WORKING CONDITIONS:**

This role entails considerable travel around the country for necessary campaign work. The pace of work is often hectic and whilst every effort is made to maintain reasonable office hours the candidates should be willing to work unsocial hours as required.

## **Person Specification**

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The ideal candidate will be able to demonstrate skills, experience and knowledge in the following areas.

### ***Campaigns***

- a. Good understanding of the role that science, politics, economics, industry, media and social change play in the environmental debate in India and campaigning
- b. Ability to utilize key developments in relevant scientific, political, economic, industry, media and social circles and identify strategic opportunities for the campaign
- c. Demonstrable understanding and skills for using non-violent direct action, working with media, political lobbying, conducting research and public engagement to achieve campaign objectives
- d. Demonstrable investigative research skills, preferably in relation to environmental issues
- e. Good working knowledge of the campaign issue area

### ***Communication***

- a. Experience of employing effective negotiation and persuasion
- b. Ability to make and maintain effective contacts and relationships
- c. Ability to communicate effectively and appropriately with a wide range of people both verbally and in writing
- d. Experience in making presentation and public speaking

### ***Management***

- a. Demonstrable project management skills, including ability to effectively adjust plans to rapidly changing circumstances
- b. Ability to provide leadership and motivation to a project team

### ***Team Membership***

- a. Experience of and preference for working with a team
- b. Ability to work through conflict constructively with others
- c. Ability to recognize own and other's strengths and weaknesses

**Organization**

- a. Ability to plan projects in terms of resources and scheduling
- b. Ability to prioritize and organize own work and other's work
- c. Ability to work to tight deadlines

**Person Qualities**

- a. A drive to win, high degree of initiative and self-motivation.
- b. An interest in the politics and sociology of achieving change within Indian society
- c. Willingness to play multiple roles; researching, lobbying, managing, presenting etc.
- d. Commitment to environmental issues and strong identification with the values and objectives of Greenpeace
- e. Ability to operate and lead under pressure and in challenging situations.