



## COMMUNITY LEADER

<b>Title:</b>	Outreach Campaigner – Community Leader
<b>Reports to:</b>	Team Leader
<b>Hours:</b>	7 hr day, 2-3 days per week Between 9.00am to 5.00pm, Monday to Sunday at various locations
<b>Locations:</b>	All major cities across New Zealand
<b>Remuneration:</b>	\$19 per hr base rate (plus incentives)

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### *Saving the world, one conversation at a time*

#### **Overview**

Our strength as an organisation comes from the fact that more than 60,000 New Zealanders lend us their voice and provide us with essential funding that allows us to run effective and meaningful campaigns. As an independent organisation, we do not accept funding from governments or corporations. Therefore, inspiring Kiwis to come on board and support Greenpeace is a critical part of what we do.

Our Outreach Campaigners are the life-blood of Greenpeace. This team of like-minded individuals has been set up to inspire and inform a more mature segment of the public about the importance and urgency of our work both in New Zealand and around the world. As a Community Leader you will play an active part in personalising our campaign efforts with the general public. By connecting with the hearts and minds of New Zealanders we hope to inspire their support financially as regular donors via direct debit or credit card. Community Leaders specifically look to recruit the most reliable of new supporters, who we hope will support us for a lifetime. In addition our team promotes other ways the public and supporters can be involved in our campaigns, and are critical to helping us to develop our lobbying power.

Community Leaders work in teams of two at arranged venues such as supermarkets, shopping malls, and at festivals.

#### **Key responsibilities**

- Be an advocate for Greenpeace campaigns and the global organisation
- Engage and educate the public about Greenpeace work
- Inspire people to support Greenpeace as regular monthly or annual donors
- Develop a high level understanding of Greenpeace campaigns in your community
- Talk with members of the public and build rapport with them
- Meet key performance targets for the number and quality of new supporters you recruit
- Provide excellent customer service when representing Greenpeace
- Be proactive in your personal development and skills development
- Assist with supporting and training of new or existing team members
- Promote a professional image of the organisation and fundraising programme
- Aspire to 'save the world, one conversation at a time'
- Actively participate in relevant Greenpeace team building or group activities

#### **Hiring criteria & skill requirements**

We encourage applications from people of all backgrounds. What we seek most is passion and drive plus some good life experience. The successful applicants will be:

- Maturity with several years diverse work experience
- Excellent communicators, enthusiastic and motivated
- Have a passion for the environment or related issues

- Proud to work for Greenpeace
- Able to work independently and be self motivated
- Able to easily build rapport with a diverse range of people
- Confident in a fundraising interaction, and be proud to ask for support for Greenpeace
- Committed and loyal (good work ethic)
- Outgoing & confident, goal driven
- Have a good sense of humour and be a team player
- Resilient and determined

### **Training and Support**

Our training involves a one day initial classroom style training and on-the-job training and mentoring from experienced Community Leaders. This mentoring continues through your first weeks on the job. Continuous training opportunities are provided during your term of employment. Outreach Campaigners in the Community Leader programme have a weekly meeting which includes campaign updates, skills development and administration.

Greenpeace invest in those individuals who show initiative and potential. We provide caring support to our team and we recognise and reward staff accordingly.

### **Work Hours**

Community Leaders are expected to work a minimum of 2-3 days per week between Monday to Saturday (including at least 2 Saturdays per month). There are also opportunities to work additional hours. Hours may be adjusted to suit your schedule. Typically your work day will be 7 hours between 9am and 7pm (with a half hour lunch break).

### **Targets**

As an Outreach Campaigner for Greenpeace, you are expected to reach set weekly targets for new regular monthly supporters recruited. The targets can be roughly translated to 2-3 new financial supporters recruited per day. Greenpeace is a non profit organisation which doesn't receive any funds from the government or corporate organisations so it is our fundraising that provides almost all of the funds to ensure the organisation can continue to do its important work. The more financial supporters our Outreach team can recruit, the greater the difference we can make with well-funded campaigns.

### **Pay and Bonus Structure**

Base hourly rate is \$19.00 per hour. Rates of pay may increase, dependent on meeting targets and length of time at Greenpeace.

### **Development Opportunities**

Community Leaders who are outstanding in their jobs may be promoted to Team Leaders or Trainers and even help set up teams in other cities around New Zealand. These roles have extra responsibilities and extra hours are involved. Community Leaders have also moved into roles within the Greenpeace office. As a global organisation many staff also move into positions with Greenpeace offices around the world.

There are also many ways our Community Leaders can get involved with our campaigns, on a voluntary basis.

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*We are custodians of our planet for but a moment in time. We inherit the Earth from our ancestors and in turn hand it on to future generations. Greenpeace exists because this fragile Earth deserves a voice. It needs solutions. It needs change. It needs action. If you want future generations to have a green and peaceful life on our Earth, act now become a Greenpeace Outreach Campaigner.*