**To the applicant:** We are currently in the process of reviewing and revising the role of the campaign leader following a restructuring exercise earlier this year. We do not anticipate that the design of the role will change significantly but there will be some changes to the accountabilities and responsibilities set out below.

**Job title:** Campaign Leader, Digital Threats

**Team**: Digital Threats

**Reports to:** Director of Campaigns

**Location:** London

**Role overview**

To lead our campaign which will bring about change so that social media companies and Big Tech are made to operate to higher standards of transparency, where hate and discrimination do not operate unchecked and where power cannot be bought through the spread of misleading information that can have major democratic consequences.

**Key accountabilities and responsibilities**

Campaign Leadership

* Maintains overall oversight and responsibility for the campaign
* Leads the strategic development of the campaign with input from key internal and external stakeholders
* Ensures the delivery of high quality campaigns, advocacy and policy outputs which achieve impact and change
* Accountable for ensuring that a communication strategy is in place and works in collaboration with the Communications team to achieve this
* Develops and maintains positive relationships and networks with a diverse range of individuals and organisations including: funders, donors, civil society organisations, the media and relevant government departments
* Works closely with the Development team to plan and implement a fundraising strategy for the campaign
* Accountable for ensuring that donor reporting requirements are met
* Accountable for ensuring that the campaign has an external profile
* Represents the campaign and the organisation in the media and other key high profile public forums

Organisational leadership

* Regularly inputs and contributes to the broader development of the organisation by participating in managers’ meetings, cross organisation initiatives or collaborations. Creates time and space for individuals in your team to do the same.

Campaign Management

* Accountable for the development of an annual plan. Regularly reviews the plan ensuring that it adapts and responds to external developments and trends
* Ensure that the campaign is well planned, that risks (including, but not limited to, those relating to security and legal) are managed and mitigated and the campaign is delivered within agreed budgets, timeframes and meets donor requirements
* Regularly works with, supports and proactively provides updates to the Director of Campaigns on progress against or risk to key activities including: team performance, legal risk, budget and campaign strategy
* Work closely with the Communications team to package campaign products
* Ensure the team contributes written content for Global Witness’ website, social media channels, blog posts and briefing documents
* Ensure that all team campaign related products are well written, robust and produced to a high quality and have undergone all internal review processes and procedures

Management (people, finance and resources)

* Accountable for ensuring that all team members have relevant objectives in place and provides development opportunities
* Carries out regular one to ones and annual performance reviews for all team members
* Ensure any recruitment is carried out openly and fairly and in line with Global Witness policy and processes
* Prepare, deliver and monitor an annual budget and regular reforecasts in line with the organisations financial planning processes and timelines
* Exercise good budgetary judgement and control
* Monitor, record and evaluate impact of the campaign in line with organisation and/or funder requirements
* Support the Development team by representing the work of the campaign to funders where required and supporting the development of funding proposals and reports when requested

Ways of working and collaborating

* Work collaboratively with all colleagues across the organisation to collectively deliver our vision, objectives
* Demonstrate a strong commitment to creating an inclusive and diverse workplace
* Consistently models and demonstrates our values
* At all times works within Global Witness policies and procedures including: confidentiality, source protection and security, legal and contractual requirements and general office procedures

Other

* Any other duties equal to the skills and responsibilities required for this role as directed by the Director of Campaigns

**Profile**

**Essential**

* Has excellent leadership and management skills: including coaching, performance management and development
* Significant experience in developing, leading and managing campaigns at a national or internal level for example policy or legislative change
* Substantial demonstrated experience of highlighting how democracy is threatened by social media and Big tech and/or work experience in an area relevant to advancing the campaign’s aims
* Ability to build and deliver strategic campaign plans
* Experience of doing media interviews and speaking at external events (in person or via digital platforms)
* Displays the ability to work collaboratively to achieve impact and change
* A compelling and authentic communicator who listens, engages and influences at all levels internally and externally
* Experience of developing and maintaining productive networks and relationships
* Has the ability to produce and edit a range of high quality communications from blog posts through to policy briefings to engage and influence a diverse range of stakeholders
* Exceptional organisational and project management skills
* Ability to work in a fast-paced, complex environment with competing priorities, make sound decisions and take accountability for these