

**LAND AND ENVIRONMENTAL DEFENDERS**

**CAMPAIGN STRATEGY LEADER – CANDIDATE PACK**

THOM PIERCE | GUARDIAN | GLOBAL WITNESS | UN ENVIRONMENT



**HELLO**

**Thank you for your interest in joining Global Witness.**

Just over 25 years ago, Global Witness was created to end the corrupt extraction and destruction of natural resources. Our investigations exposed the illegal logging funding of the Khmer Rouge, the blood diamonds fuelling conflict in Angola, Liberia and Sierra Leone, and the exploitative and shady deals forged by oil companies operating in Sub-Saharan Africa.

Today our mission of protecting the planet's vital resources remains as critical as ever, but our ambition has grown. The climate emergency means we can no longer be satisfied with calling out corruption in the extraction and commoditisation of timber, fossil fuels, minerals and the Earth's raw materials. Even drastic improvements to the way companies and governments operate in this space will not be enough to stop the disastrous impact of increased global warming.

That's why we're joining allies, activists and campaigners around the world to call for a climate revolution. Over the last three years, we've re-focused our work to address the underlying causes of the climate crises more directly. We bring our investigative skills, advocacy experience, and communications expertise to hold those companies and governments to account for their destruction of the environment, their disregard for the planet, and their failure to respect human rights.

We look forward to receiving your application.

Seema Joshi  
Director of Campaigns

## OUR CAMPAIGN

Our work exposes the links between incidents of intimidation or violence against defenders and irresponsible global agribusiness, which is complicit – and sometimes even instigating – such violence. Through investigations, research and advocacy, we aim to alter the behaviour of companies and governments that seek to disrupt the campaigns of land and environmental defenders by any means. .

## OUR IMPACT

### THE LAND AND ENVIRONMENTAL DEFENDERS ANNUAL REPORT

Each year, we publish the number of defenders killed and highlight the other challenges they face, including violent attacks, criminalisation, and threats to their families.

Our latest **land and environmental defenders annual report** published in July 2020 reported that 212 defenders had been killed in the previous year, the highest number since we began recording this information in 2012.

Through our annual report, we are able to bring global attention to this terrible atrocity and shine a spotlight on the work of our partners, particularly those from indigenous communities who are often facing some of the most brutal responses to their campaigns to safeguard their land.

Our content was shared by global climate leaders, as well as international media. We hear from defenders that this kind of awareness raising is an important role that Global Witness can play as it makes it harder for governments and companies to ignore their campaigns and can at times offer a layer of protection against state and corporate sanctioned violence.

### TRADING RISKS

Our investigative report, Trading Risks, uncovered how two major US commodity traders, ADM and Bunge, failed to ensure that Indonesian palm oil mills that they source from are free from abuse against land and environmental defenders. Following publication, ADM started an investigation into all of the mills identified as problematic in the report. Wilmar, the world's largest palm oil producer, was also implicated in the report, committed to developing a standalone Human Rights Defender policy.

Over the years, our LED campaign has built long-standing relationships with affected communities worldwide. As a result, it has become part of a global movement of people seeking an end to environmental harms and attacks against the communities that protect our planet.

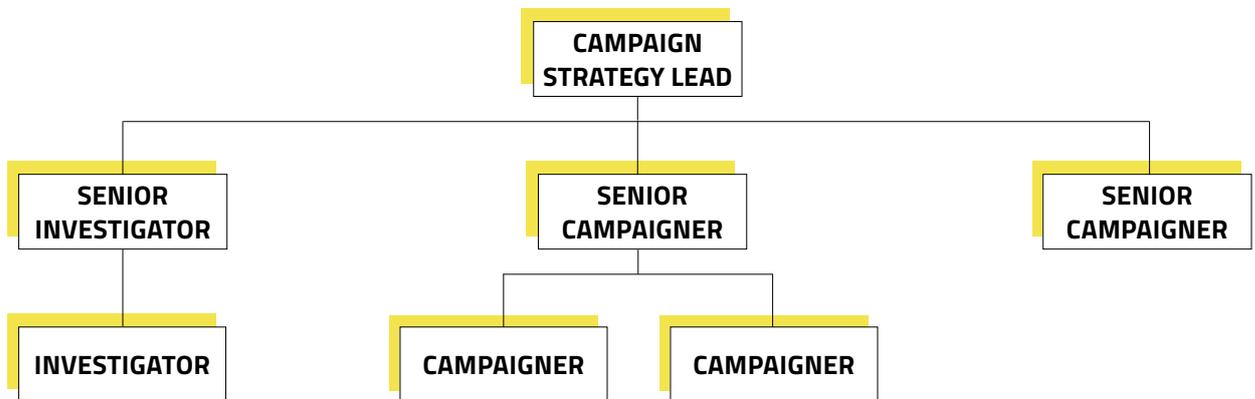
### THE STRATEGIC AWARENESS RAISING PROGRAMME (SARP)

Over the years, our LED campaign has built long-standing relationships with affected communities worldwide. It has become part of a global movement of people seeking an end to environmental harms and attacks against the communities that protect our planet. We recognise that our data collection and campaigning are strengthened by our relationships with national and local organisations. To build on this, we created our Strategic Awareness Raising Programme (SARP) in 2020 to enhance our partnerships with defenders.

SARP aims to balance the needs of our campaign with those of partners organisations by fostering equitable relationships. Accordingly, we collaborated closely with eight organisations to raise awareness of the root causes and threats facing land and environmental defenders from Latin America to Africa and Asia.

You can read more about SARP [here](#).

## CURRENT TEAM STRUCTURE



## WORKING AT GLOBAL WITNESS

We are a team of passionate and committed people with different skills, experiences and perspectives. We have come together to deliver a shared mission: a world where wealth and power are more commonly used for good, and the needs of people and the planet are put before profit.

We have offices in Beijing, Brussels, London, and Washington DC.

### OUR VALUES

**Courage:** We want to contribute to solving the biggest problems in the world today, and we know this will take courage.

**Kindness:** We are all committed to creating a world that is kinder and more equal.

**Inclusion and belonging:** We recognise that inclusion and belonging is something we must embrace collectively. However, we know that we have some way to go before Global Witness is genuinely inclusive and diverse in the way it works and as a place of work.

**Collaboration:** We are honest and reflect on what we can achieve alone and do more to build fair and equal partnerships internally and externally.

### OUR COMMITMENTS TO RACIAL JUSTICE

While we have achieved significant change in our 25-year history, we recognise that we are part of a problematic disconnect between striving for a better world and operating in a way that does not confront the status quo. As a result, our work has propagated racism and legacies of oppression at times in our history.

We have taken steps to overcome this by developing partnerships with allies working on the ground and creating job roles dedicated to more inclusive, supportive and less exploitative relationships with our partners. In addition, we have built structures to give Black, indigenous and people of colour (BIPOC) voices a platform in our media and communication outputs. Internally we are working with Fearless Futures to implement organisation-wide training.

But we know we need to look much harder at ourselves. We talk about ‘exposing the facts’ and ‘changing the system’, but the reality is we have to do more when it comes to racial injustice. We’ve started with four commitments to racial justice, which you can read about [here](#).

## TERMS OF APPOINTMENT

### SALARY

The salary for this role is £63,692 per annum on a full-time permanent basis.

### LOCATION

This role is based in London. Our offices are in Bethnal Green, East London.

### PENSION

We contribute 7%.

### ANNUAL LEAVE

25 days annual leave (excluding public holidays).

### WORKING HOURS

We pride ourselves on facilitating flexible working, including the option to work from home, part-time or job share.

### ADDITIONAL BENEFITS

- Free health insurance
- Interest-free loan on a season ticket
- A tax-free cycle to work scheme
- Family-friendly policies
- An extra two days leave per year to volunteer for a cause that is important to you
- The option to take one day a quarter to look after your wellbeing and mental health

## JOB DESCRIPTION

### **JOB TITLE: CAMPAIGN STRATEGY LEAD, LAND AND ENVIRONMENTAL DEFENDERS**

### **REPORTS TO: DIRECTOR OF CAMPAIGNS**

### **ROLE PURPOSE**

To lead the global campaign to protect Land and Environmental Defenders by taking on the industries causing, contributing or benefiting from attacks and killings. Second, to build an in-depth evidence base around violations, abuses or illegalities, and use this to call for systemic changes (including regulatory change) in key jurisdictions. Third, to stand in solidarity with land and environmental defenders, particularly in the face of the climate crisis. Finally, to amplify the concerns and demands of land and environmental defenders to seek redress and change globally.

To play a leadership role across the organisation by effectively managing and leading the team to make a positive contribution to our financial sustainability, make sure that those with whom we work experience the best of Global Witness and that our workplace is one where everyone thrives.

## **ACCOUNTABILITIES AND RESPONSIBILITIES**

### **STRATEGY AND STRATEGIC PLANNING**

- Free health insurance
- Creates campaigning strategies and plans that look three to five years ahead using a variety of sources and tactics
- Oversees the robust analysis, research and writing geared at developing increased accountability of corporate actors for harm caused, contributed to or benefited from
- Develops and effectively manages effective team communication and collaboration strategies
- Works beyond their team to identify, make connections and solve problems with other campaign strategies and broader organisation objectives
- Ensures that the voices of affected individuals and communities and other key stakeholders are heard and reflected in campaign strategies where appropriate
- Ensures strategies and tactics are formed with local partners and communities' interests and advocacy goals and other key stakeholders where appropriate
- Develops and accesses broad and diverse networks to build knowledge and insight, share ideas, create opportunities and solve problems
- Shares own knowledge and expertise internally and externally.
- Turns evidence and insight into plans, tactics and activities
- Ensures that the diversity and inclusion guiding principles are reflected and advanced in campaign strategies

### **EXTERNAL PROFILE**

- Accountable for ensuring that the campaign has an external profile
- Uses a variety of channels to develop the campaign profile and represents the campaign externally
- Works closely with the communications team to create and support the communication strategy for the campaign

### **INCLUSIVE TEAM LEADERSHIP**

- Role models the Global Witness values of courage, inclusion and belonging, kindness and collaboration
- Creates inclusive and diverse teams with a shared destination
- Initiates and contributes to a working environment where they and their team have positive relationships, work collaboratively, and partner with a broad and diverse range of internal and external allies and partners
- Ensures the voice of campaigns is represented in organisation-wide discussions and initiatives
- Attends and participates in the campaign strategy leads meetings, meetings with the Director of Campaigns, and the broader managers meetings
- Provide regular feedback to their direct reports using empathetic, unbiased and positive language
- Deals with underperformance or poor behaviour promptly
- Sets individual objectives for team members (with precise alignment to strategy and values) annually during the performance review process and regularly monitors throughout the year through, for example, regular 1:1's
- Works in partnership with other teams (HR and Facilities) to meet the internal duty of care and health and safety standards and processes as well as legal requirements: includes ensuring that workloads are manageable, that absence is managed, annual leave is taken, and high-risk trip protocols are followed
- Creates pragmatic and realistic development opportunities for their team
- Coaches and supports team members to achieve their objectives, development goals and career aspirations
- Leads by example by following organisation, policies and procedures while ensuring team members do the same
- Considers the impact of their decisions made at an individual or team on the broader organisation
- Accountable for communicating, championing and ensuring that their team adopts and adheres to new or changes to organisational culture and values and organisation policies, processes and procedures

## **CAMPAIGN MANAGEMENT AND DELIVERY**

- Accountable for the oversight of their team's work which includes:
  - Campaign or investigation products produced to the Global Witness standards that are consistent with quality assurance
  - Campaign or investigation products are fair, ethical and safe
  - Ensures timescales and budgets and required donor commitments are met
  - Supports other campaign teams by providing resources for sign off and fact-checking
- Creates a team environment of continuous improvement
- Leads the team to achieve real impact and systemic change using a balance of tried and tested and innovative advocacy, campaign and investigative techniques and tactics

## **SIGN OFF**

- Is accountable for ensuring that campaign materials and products are:
  - Of high quality and in line with our writing and publication style
  - In line with the agreed overall campaign messaging
  - Balanced, ethical and legal risk is managed and mitigated in line with organisational protocol
  - Do not propagate racism or legacies of oppression
  - Has been reviewed by the relevant stakeholders

## **RISK MANAGEMENT**

- Works in partnership with and seeks advice and support from internal and external experts to ensure that physical, digital, financial, legal and reputational risks are managed effectively, and plans are implemented to mitigate risks
- The strategy leads support organisation risk more broadly by ensuring they are aware of the organisation risks set out in the risk register and are following the steps the organisation has put in place to manage and mitigate organisational risk

## **MONITORING AND EVALUATION**

- The campaign strategy lead is accountable for demonstrating the impact of their team's work, working within the organisational systems and processes for monitoring, evaluating and learning, i.e., monthly reporting.

## **FINANCIAL SUSTAINABILITY**

- Create a team environment where every team member understands their role and contributes to Global Witness' financial sustainability

## **FUNDING**

- Works in partnership with the Development team to identify prospects and secure funding
- Works closely with the Development team to plan and implement fundraising strategies
- Supports the Development team by ensuring that they and their team:
  - Meets all donor-related reporting deadlines
  - Engages directly with funders when required
  - Contributes to new funding proposals
  - Responds to requests from donors
  - Flags risks to meeting donor requirements, for example, outcomes or underspends promptly
  - Participates in donor audits or reviews
  - Supports the Development team in developing their knowledge of the campaign and its planned work.

## **FINANCIAL MANAGEMENT**

- Prepares and oversees an annual budget, including regular re-forecasting, exercising good budgetary control, and develops a positive working relationship with the Finance team
- Ensures team meets all required finance deadlines (annual budget, re-forecasting and expenses)
- Highlights any budgetary risk to the Director of Campaigns and the Finance Director in a timely way

## **OTHER**

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

## **PERSON SPECIFICATION**

- Experience in leading successful campaigns
- Significant experience in leading and managing in-person and remote teams
- Displays a high level of strategic thinking capability
- Extensive knowledge of human rights and environment-related laws and standards related to company operations (e.g., relevant UN, OECD and climate-related frameworks).
- Experience using human rights and environment-related laws and frameworks to hold companies accountable for land grab issues or human rights abuses.
- Experience working directly with defenders, indigenous and other local communities
- Experience working directly with climate justice coalitions and other global movements
- Demonstrates excellent prioritisation, organisation, problem-solving and planning skills
- Proven ability to turn evidence and insight into tactics, activities and plans
- Is adaptable, flexible, manage ambiguity, change and or uncertainty
- Knows what shift mind-sets and levers of change, e.g., public opinion, policy and legislation
- Recognises and understands the complexities of culture, narrative and sensitivities of different issues in different environments
- Able to embody and model Global Witness values
- Participates in Global Witness' racial justice and broader diversity and inclusion journey
- Displays the ability to reflect on and investigate own biases and how these show up in their work
- Demonstrable experience in creating a culture of team working where people feel empowered, respected, valued and accountable for the work they do
- Proven track record building positive relationships and manages any conflict to favourable resolutions
- Experience in considering and mitigating security risks
- Experience in handling libel checks and reacting to legal threats
- Experience in producing high quality written materials to a professional and publishable standard
- Ability to edit a range of communications from blog posts through to policy briefings
- Significant experience in working with fundraising and development teams
- Financial management and literacy

## **DESIRABLE**

- Experience in doing media interviews and speaking at external events (in person or via digital platforms)
- Additional language, e.g., French, Spanish, Portuguese

## HOW TO APPLY

If you are ready to apply – please send your CV together with your answers to the following questions to **Recruitmentcampaigns@globalwitness.org** by Monday 5 July midnight GMT:

- 1.** Describe a successful campaign strategy that you have worked on and explain how you managed team members to plan and implement campaign activities and outputs. *[400 words]*
- 2.** One of Global Witness' values is collaboration. Over the past year, a shift to remote working has presented new challenges (i.e. working in silos reinforced by lockdown and WFH). What strategies would you employ to ensure good collaboration amongst this team? *[250 words]*
- 3.** Please give an example of when you/your campaign team has engaged with communities facing risk. What are the risks you considered when working with them, and how did you mitigate these risks? *[250 words]*

If you have a disability and would prefer to apply in a different format or would like us to make any reasonable adjustments to enable you to apply or attend an interview, please let us know.

This period is an extraordinary time, but we are committed to making this as easy as possible for candidates. Interviews may occur virtually, and someone from the Global Witness interview panel will contact shortlisted candidates before the interview to introduce themselves.