

## **JOB DESCRIPTION**

### **A. IDENTIFICATION**

- 1. TITLE:** Director of Programs and Communications
- 2. LOCATION:** Ottawa or Toronto, Ontario
- 3. DATE:** July 2019

### **B. SUMMARY:**

The Director of Programs & Communications takes the lead in setting priorities and developing long-term strategic goals and annual plans and budgets for campaigning by Amnesty International Canada (English Branch) on a variety of international and domestic human rights issues. The Director also leads the development of strategies to grow its base of members and supporters from a wide diversity of backgrounds and engage them effectively in human rights change, as well as leading on a range of other strategies critical to achieving the Branch's ambitious goals. The Director then oversees the effective implementation of these strategies.

The Director ensures the organization is working in ways that are effective for, and appropriate to, a grassroots organization and that comply with Canadian charity regulations. The Director looks at the work from both staff and member perspectives and brings a lens of diversity, equity, inclusion and accessibility to both external and internal work.

The Director is responsible for the staff work encompassed by the Campaigns & Activism (Programs) and Communications teams. This normally means having two managers as direct reports, although the Communications Manager position will be vacant for an initial period as the Communications team is being reorganized and the Director gets an opportunity to help rethink the management structure within the department and priority competencies.

The Director participates actively on the senior leadership team (the Strategy Unit), as well as in Board meetings about four times per year. The Director liaises with colleagues within the Amnesty International Movement globally, and serves as an organizational spokesperson with a variety of audiences.

## **C. PRINCIPAL RESPONSIBILITIES**

### **1. Strategic Direction**

- Lead the development of priorities among the Branch's campaign areas, that are consistent with its long-term strategic plan and that of the global Amnesty movement.
- Lead the development of campaign analyses, and setting goals and Key Performance Indicators (KPIs) by cross-functional campaign teams for each priority issue area, as well as the plans to achieve them, including ensuring an anti-oppression and gender mainstreaming lens. Ensure that all plans are compelling, transformative and use people power to advance human rights change, while also incorporating goals for growing Amnesty's base of activists and donors and engaging them in supporter journeys.
- Lead the development of integrated cross-cutting strategies and their goals and KPIs to improve the organization's impact, for example to grow and engage Amnesty's base of activists and donors, for digital engagement, youth engagement, on-line and in-person organizing and training of members for effective activism, and public awareness & visibility.
- Lead the development of an overall communications strategy for the Branch that provides clarity on the organization's brand, main target audiences and key messages.
- Ensure that all campaign strategies and projects include communications plans that are consistent with this overall strategy.
- Set strategic directions and goals for communications and marketing projects aimed at meeting one or more specific goals and/or increasing the visibility of human rights issues in Canada and of the organization overall.
- Coordinate government relations strategies amongst the Secretary General, Branch staff and the Francophone Branch, ensuring consultation and collaboration with relevant partners.

### **2. Campaign and project implementation**

- Oversee the implementation of an integrated approach to the strategies noted above and the response to emerging issues, needs and opportunities.
- Lead the identification of budgetary and other resource needs for the Programs and Communications areas and hold responsibility for spending according to the budget.

- Regularly evaluate achievements in relation to the KPIs for the Programs and Communications areas, including the integration of anti-oppression elements and the assessment of the reasons for successes and gaps, and adjust strategies as needed.
- Set overall direction for the website, social media, publications and marketing projects as well as other major content decisions, ensuring they are consistent with the brand, communications strategy and strategic goals of the Branch.
- Collaborate with Fundraising colleagues to help seek resources in support of the priority areas of work and to share Amnesty's impact with donors and other supporters.
- Along with the Secretary General, identify media relations opportunities and provide direction to staff responsible for the planning and implementation of press conferences, media advisories and media releases.
- Help to establish primary messages across media channels and approve or coordinate approval of media materials.

### **3. Human Resources and Branch Management**

- Play an active role as a member of the Strategy Unit and its committees.
- Oversee the work of the managers of Programs and Communications as they support the implementation of all of the above.
- Support the managers in managing human resources issues within their teams, including with the interpretation of policies and procedures, developing positive team dynamics and resolving conflicts and facilitating integration across teams.
- Maintain an oversight role in the allocation of financial and other resources for Programs & Communications.
- Oversee the on-going development and adaptation of organizational structures, systems and practices that involve the Programs & Communications teams.
- Contribute to quarterly Management Reports and other reports of the Strategy Unit (SU) for the Board, staff and membership.
- Ensure compliance in program operations with charitable regulations.
- Implement relevant Annual General Meeting (AGM) & Board decisions.
- Make a strong contribution to a diverse, inclusive, safe and respectful organization for all staff and members.
- Support hiring processes as needed.
- Contribute to the realization of the goals of other teams.

#### **4. External Relations**

- Serve as one of the organization's primary spokespersons with the media, government officials, members and the general public. Note that the initial emphasis will be on the internal strategies and shifts in approach to campaign planning and implementation, with more emphasis on external work coming later.
- Maintain regular contact with the Directrice générale of the Francophone Branch of AI Canada to develop joint areas of work, government relations and media strategies, and co-manage the delivery of joint projects.
- Develop and maintain relationships within the International Secretariat and other Amnesty sections around the world, in particular in the Americas and sections with similar campaigns and goals, that contribute to our collective impact on the human rights priorities of the movement and to growing and engaging people with human rights and Amnesty International.
- Build and maintain strong relationships with coalition partners to maximize the impact of AI Canada campaigns and strengthen the human rights movement as a whole.

#### **D DECISION MAKING**

The Director exercises decision-making authority for the responsibilities outlined above, involving contact with a wide spectrum of people including staff and members, Amnesty International colleagues outside of AI Canada, and external partners. The Director is expected to take a great deal of initiative in accomplishing the role.

The Director's direct reports include the Managers of Programs and Communications and the Director has significant decision-making authority in these areas. For an initial period, the Manager of Communications role will be vacant and the Communications team will report directly to the Director.

The Director shares decision-making responsibility with the Fundraising Director on some external communication projects. The Director plays a lead decision-making role in relation to the strategies outlined above, with ultimate approval often lying with the Strategy Unit. The Director proposes the strategy for government relations, with the Secretary General of AI Canada (English) and Directrice générale of AI Canada (Francophone) having final decision-making authority.

#### **E. REPORTS REQUIRED**

The position is supervised by and reports to the Executive Director. The Director reports to the Board via the management team's written and oral reports to the Board.

## **F. RELATIONSHIPS**

**Internal:** The Director is a member of the Strategy Unit and works closely with the Secretary General, Executive Director, Fundraising Director and Finance Director, as well as the Directrice générale of the Francophone Branch.

The position requires regular involvement with a broad cross-section of managers and staff in both Branches of AI Canada and Board members as appropriate.

In addition, the Director is in contact with staff of the International Secretariat (IS) and counterparts in other AI sections, and may serve on international committees and working groups where needed and agreed.

**External:** A range of individuals, groups and other organizations including NGOs, government officials, embassy staff, the media and external consultants.

**Meetings:** The Director attends the regular meetings of the Strategy Unit and its relevant committees, and of the Board of Directors (approximately quarterly), as well as the Annual General Meeting, general staff meetings, and meetings of other groups as may be needed. The Director plays a lead role in operational planning, organizing planning processes and meetings. They also have regular meetings with their direct reports and sets meetings related to the development and implementation of the work for which they are responsible.

## **G. REQUIREMENTS**

### **1. Education:**

Required: post-secondary studies in international issues, human rights-related disciplines and/or communications, or clearly demonstrated equivalent experience.

### **2. Experience:**

Required: A minimum of five years of experience in managing teams and in developing and managing campaigns, with at least half of this experience obtained within an activist-based and supporter-funded NGO or non-profit organization; significant experience in communications and marketing; experience as an external spokesperson; significant knowledge of international human rights issues; project management experience; knowledge and experience in bringing an anti-oppression lens to internal and external work.

Highly desirable: experience in a campaigning NGO; strong knowledge of digital campaigning strategies; experience with government relations; experience leading strategic organizational change; media experience; experience in promoting collaborative relationships and resolving interpersonal conflict.

### **3. Special Knowledge:**

- Have broad knowledge of trends and strategies, including an ability to keep current with emerging digital strategies, in grassroots organizing, campaigning, communications and fundraising.
- Have, or be capable of obtaining very quickly, a broad and clear understanding of Amnesty International's mission, membership, research, action and campaigning work.
- Be capable of competently conducting organizational analyses necessary for the effective functioning of programs and projects, be capable of understanding the differing situations of a broad range of members and stakeholders within the organization, be familiar with the tools needed for management in the context of change, be capable of using these tools, and balancing flexibility and direction.

### **4. Interpersonal Skills:**

The Director of Programs and Communications must have high emotional intelligence, be able to understand the dynamics of organizational culture, work within a variety of organizational subcultures (i.e., within different staff and member groupings and with the Board and public) and be a force for creating mutual understanding, strong interpersonal relationships and mutual respect.

An ability to coordinate & work with staff to achieve multi-layered objectives is essential. This will include, among other things, skills in fostering trust, facilitating the development of cross-team strategies, and facilitating productive meetings and conversations. A professional manner and positive attitude in the workplace are essential. Strong leadership skills are needed to meet ambitious goals in a manner that respects the wellbeing of staff, with understanding, sensitivity and tact and ability to contribute to the diversity of Amnesty's workforce and its inclusive and anti-oppression practices.

### **5. Communication Skills:**

The Director must be a skilled and capable communicator in both oral & written media in English. Some proficiency in French and/or Spanish or Arabic is desirable for working with colleagues in the Francophone Branch and internationally.

## **6. On-the-Job Training:**

On-the-job training will be experiential, with advice and support being offered by the Executive Director, the Secretary General and other management colleagues. The Director of Programs and Communications is expected to integrate quickly into the management team and begin immediately to make a contribution to the strategies and operations of the organization. Orientation to Amnesty International will be provided and on-going support and information will be provided to orient the Director to the role and clarify expectations. Professional development objectives will be developed annually, with support provided in accessing relevant external and internal resources to achieve them.

## **H WORKING CONDITIONS**

1. An office with all necessary equipment, including a laptop and a subsidy for a mobile phone plan.
2. The workload is very demanding. The Director must perform well under pressure and be able to adjust priorities and meet deadlines, while also managing in a way that supports the wellbeing of staff as well as their own.
3. The normal work week is 37.5 hours although it is anticipated that the Director of Programs & Communications will often work longer hours.
4. The position is based in Ottawa or Toronto. Some travel and weekend work will be necessary throughout the year, including spending time in the Ottawa or Toronto offices, attending Board meetings (generally in Ottawa), the Annual General Meeting and other events with members anywhere in Canada, and attending some international meetings.
5. A generous benefits package and annual leave is provided, along with lieu time for weekend work and travel.