

## Vacancy: Campaign and mobilisation manager



Commencement:	1 May 2019, or sooner if possible
Reports to:	Executive Director
Works closely with:	Communications Manager and Programme Directors and Managers
Location:	Geneva, Switzerland, with periods in ISHR's New York office
Hours:	60-100%, subject to funding
Salary band:	CHF 6,500 – CHF 7,500 (at 100%)
Applications close:	20 January 2019

### **Purpose**

The International Service for Human Rights supports human rights defenders, strengthens laws and systems for their protection, and contributes to a safe and enabling environment for their vital work at the national, regional and international levels. ISHR has offices in Geneva and New York, and staff located in Abidjan, Brussels, Jakarta and London.

ISHR wants to expand the reach and influence of its advocacy with more effective and participatory campaigns, more targeted and engaging messaging, and by building and mobilising communities of support. This new position will be instrumental in helping ISHR have an even greater impact internationally, regionally and locally.

### **Key responsibilities**

Reporting to the Executive Director, the Campaign and Mobilisation Manager will:

- **Campaign priorities** – Work closely with Programme Directors and Managers to identify campaign priorities and objectives;
- **Campaign strategy** – Work closely with the Communications Manager and Programme Directors and Managers to develop and implement campaign strategies, including identifying key advocacy targets and audiences, as well as tactics to engage and influence them;
- **Campaign messages and materials** – Work closely with the Communications Manager and Programme Directors and Managers to test and develop campaign messages, copy, resources and materials;
- **Coalition building and mobilisation** – Work closely with Programme Directors and Managers to identify opportunities, and develop and implement strategies, to build, motivate and mobilise constituencies and coalitions to take action, both online and offline, to support campaigns, and to support and strengthen ISHR more generally;
- **Campaign actions and events** – Plan, coordinate and conduct actions and public events;
- **Campaign media engagement** – Work closely with the Communications Manager to develop and implement a media strategy (including social media) in support of campaign priorities and objectives;
- **Research and analysis** – Conduct and commission research, and collate and analyse data, to assess and enhance the reach, influence and impact of ISHR campaigns and communications, together with the Communications Manager;
- **Coaching and capacity building** – Work closely with the Communications Manager to advise, coach and build the capacity of staff in relation to campaigns and communications;

- **Campaign funding** – Work closely with Programme Directors and Managers and the Development Director to obtain funds to conduct various campaigns;
- **Campaign evaluation** – Evaluate the conduct of campaigns, including in relation to relevance, effectiveness, outcomes and impacts, and document findings, lessons learned and recommendations;
- **ISHR community building** – Assist to build and mobilise an ISHR community of support, with a view to that community serving to deepen ISHR's connectivity, carry and amplify ISHR's messages, take participatory action to achieve campaign objectives; and broaden ISHR's network of support and influence;
- **Communications support** – As capacity permits, work with and support the Communications Manager with the development and implementation of ISHR communications strategies and tools; and
- **Organisational support** – All such other things as may be reasonably requested from time to time or as may be necessary to the functioning of a lean, dynamic, flexible and efficient NGO.

*This position description reflects the needs of ISHR as they are currently identified. It is inherent to the position that it will evolve over time to reflect and best respond to ISHR's changing needs and priorities.*

### **Qualifications, skills and experience**

It is highly desirable that the applicant has or can demonstrate a combination of the following qualifications, skills and experience:

- A degree or relevant qualifications in one or more of the following areas: communications, journalism, psychology or behavioural science, community organising or mobilisation, political or social science;
- Four years or more of professional experience in a human rights or social justice focused organisation with responsibility for campaigns, communications, organising or mobilising;
- Experience designing, implementing and evaluating human rights or social justice-focused campaigns;
- A proven track record engaging and influencing key advocacy targets and decision-makers, and building, motivating and mobilising supporters to take action, both online and offline;
- Experience working with human rights defenders, victims of violations, or members of groups that are disadvantaged or marginalised;
- Experience building or working in coalitions;
- Knowledge of and relationships with relevant media, including social media;
- Experience conducting or commissioning research, and briefing and working with external agencies, to develop campaign or communications messages and materials;
- Experience producing and overseeing the production of communications materials, both online and offline, that are compelling and visually appealing;
- A strong commitment to, and passion for, the principles and practice of human rights;
- Outstanding interpersonal skills and the ability to work collaboratively, flexibly and effectively in a small, dynamic team;
- Ability to think and act quickly, creatively and strategically under pressure, and to work autonomously and with limited supervision;
- Excellent drafting and editing skills, as well as oral and written English, with proficiency in other UN languages an advantage;

- Excellent organisational and administrative skills; and
- Capacity to travel internationally, sometimes at short notice, including periods in ISHR's New York office.

### **Equal opportunity**

ISHR is an equal opportunity employer and actively seeks a diverse pool of applicants. Accordingly, while this is envisaged as a full-time position, subject to funding, part-time arrangements may be considered.

For candidates outside Switzerland, ISHR may be able to assist successful candidates with obtaining the necessary visas and work permits in accordance with Swiss law.

### **Privacy Policy**

The protection of your privacy is important to ISHR. Your personal data will be processed according to our Privacy Policy, which tells you what we do with your personal data, how they are used, and what your rights are as an individual under the General Data Protection Regulation.

Read our Privacy Policy here: [ishr\\_data\\_protection\\_policy\\_250518.pdf](#).

### **Applications**

Please [click here to complete the application form](#), uploading a cover letter, curriculum vitae, and a brief summary (maximum 2 pages) of a campaign in which you've been involved which sets out the aim of the campaign, your role, the tactics and conduct of the campaign, and how it contributed to positive change.

Inquiries about the position may be directed to Phil Lynch, Director, at [p.lynch@ishr.ch](mailto:p.lynch@ishr.ch).

Only short-listed candidates will be contacted.