



Deputy Regional Director, Campaigns

## Description

### About Amnesty International – Americas Regional Office

Amnesty International is a global movement of 10 million people which mobilises and campaigns for every person to enjoy all of the human rights enshrined in the Universal Declaration of Human Rights and other internationally recognized human rights standards.

Through dynamic campaigns and long-term casework, Amnesty International propels key human rights concerns and stories of individuals at risk into the glare of the international media and demands the attention of government officials, corporations, international institutions and policymakers. Amnesty International combines high-level legislative work, media outreach and grassroots mobilization to shape and promote legislation and policies to advance human rights, protect individuals and free prisoners of conscience.

In the Americas, most states support and have ratified human rights standards and treaties, but for millions, the promise of rights remains hollow. The Americas began 2020 as the world's most unequal region and the impact of the COVID-19 pandemic exacerbated this inequality. Government responses to the crisis had far-reaching impacts on human rights, with frequently devastating consequences for vast numbers of people. Social and political problems such as discrimination, violence, inequality, conflict, insecurity, poverty and environmental damage are just some of the challenges that are creating a human rights crisis across the region.

### Purpose of the Role

- Support the Americas Regional Director in the establishment and management of the Americas Regional Office and strategic allocation of resources.
- Contribute to the implementation of the operational plans for the Americas region.
- Manage staff and financial resources and ensures integrated working of a multi-functional office.
- Ensures the application of Amnesty International (AI) standards of work in areas of responsibility, namely campaigning activities.
- Represent AI, in the field and elsewhere, including with government officials and the media.
- Contribute to the management of the International Secretariat (IS) and deputize for the Americas Regional Director.

### Duties and Responsibilities

#### Management

- Recruit and manage Campaigns staff and ensure performance is managed and talent is nurtured; allocate staff time to projects taking into account global and regional priorities. Supervise work of external consultants or volunteers, as appropriate.
- Manage a team of country/thematic campaigners covering the Americas region.
- Set, monitor, manage and report on budget and expenditure for the work undertaken by their team
- Accountable for duty of care of staff, including where necessary, contribution to internal security, health & safety, human resources policies and standards, supported by the Finance and Administration Manager.
- Coordination with IS program campaign teams and sections, as well as with partner organizations and movements.
- Participate in the management team of the Americas International Secretariat, including by contributing to:
  - development of strategic and operational plans
  - identification and solution of corporate management issues
  - ensuring effective communications across departments
  - deputize as agreed, for the Americas Regional Director

#### Campaigns Leadership

- Deliver impactful and fully integrated global campaigns in the Americas by coordinating relevant research, campaigns, communications, activism, media,

advocacy and movement building specialists, partners and Sections through the complete campaign lifecycle (issue identification, strategy development, campaign delivery, monitoring, campaign exit and impact assessment).

- Ensure regional programs and sections across the continent deliver on continent-wide campaign areas, and that regional campaign staff take into account the analysis of colleagues in other locations when creating plans and actions.
- Oversee integrated planning and delivery for all campaign projects in the Americas (global, regional, national, crisis, etc.), including links to research and communications, ensuring the regional operations delivers a coherent suite of campaigning projects that reflect organizational priorities.
- Work with campaigns, communications, activism, movement building and media to increase activist and public engagement in AI's campaigns and support both growth and human rights impact.
- Ensure the Americas regional operation delivers on agreed priority periods of global or regional campaign and activism activities.
- Promote innovation in campaigning and activism across the Americas, including trying new tactics, techniques and methodologies.
- Monitor and analyse political, human rights and civil society development.
- Participate in fieldwork, as required, to develop and deliver effective campaigning strategies.

## Movement & External Engagement

- Foster relationships between the Americas regional team, sections and partners in the region, and share information about projects and actions to maintain a shared plan for campaigns and related activities.
- Identify opportunities for cooperation and partnership with external organizations and rights holders through AI campaigns and ensure processes enable active participation of key stakeholders in campaign development.
- Support strategy development and global engagement for section-led campaigns identified for global or international action.
- Represent AI to the movement, governments, international organizations, media and the public.

## Quality Assurance

- Accountable for overall quality of campaign plans and campaigning output from Americas regional office, coordinating with or seeking input from relevant teams as required.
- Approve, review and/or advise on internal/external campaign materials, ensuring products deliver on campaign strategy and communicate clear, actionable messages to target audiences.
- Monitor and evaluate campaign project delivery in the Americas regional office to ensure work is delivered to timelines or to identify required changes to plans; ensure reporting and impact assessment of campaign projects.
- Contribute to management and delivery of campaign and activism capacity-building initiatives for staff and sections in the region.
- Coordinate campaign plans with the Americas management team, the Global Campaign Team(s) and the Campaigns and Communications Strategy & Planning unit to support effective global campaign programming and a clear global and regional campaign calendar; share and coordinate plans and activities with peers across regional offices.

## Skills and Experience

- Extensive experience of leading campaigns at the regional & international level through a campaign's lifecycle (issue identification, strategy development, campaign delivery, monitoring & evaluation, campaign exit and impact assessment), and using strategic campaign methodologies & tools.
- Knowledge of the Americas region human rights issues and socio-political context, as well as global issues and trends, including the ability to work effectively within a varied and changing set of focus issues or countries.
- Experience managing people and teams, successfully coaching and mentoring people, and encouraging integrated and new ways of working, including the ability to identify and address skills gaps and experience leading capacity building and training.
- Experience working in a key leadership role in a complex organization ideally based outside the organization's global "head" office, and preferably with experience of maintaining a successful operation during times of organizational change, including the ability to manage cross-functional, multicultural, and distance project teams.
- Experience working with colleagues, partners and/or rights-holders based around the world, including the global North and global South, with knowledge of participatory methodologies desirable.
- Experience managing conflicting demands, meeting deadlines, managing budgets and adjusting priorities.
- Willingness to be accountable for decisions and actions with the ability to develop long-term plans and to adapt to fast-changing political situations in an international environment.
- Excellent political judgment, and the ability to spot and address both risks and opportunities.
- Ability to negotiate, challenge and confront conflict, brokering solutions to achieve goals.
- Experience using online and offline activism techniques and a range of digital channels to achieve campaign objectives, with the ability to lead innovative and creative approaches to campaigning.
- Experience creating campaign materials for a diverse range of target audiences.
- Ability to inspire and motivate a wide range of people.
- Excellent written and verbal communications skills in English and Spanish; working knowledge of Portuguese or French an advantage.
- Understanding of voluntary commitment and of organizational needs of a membership organisation and the implications of this for developing and implementing campaigns internationally.
- Commitment to racial and social justice, equality and fairness, and an understanding of equal opportunities issues and willingness to apply in work.

## Meta Fields