

Amnesty International Türkiye

Job Description of Campaigns Coordinator

JOB TITLE	Campaigns Coordinator
DEPARTMENT	Campaigns
REPORTING TO	Campaigns Manager
GRADE	Coordinator
HOURS PER WEEK	40

POSITION SUMMARY

Amnesty International is an internationally renowned global movement made up of people who work to ensure that human rights are respected and protected, and to prevent human rights violations. Its vision is to enable everyone's access to human rights as defined in the Universal Declaration of Human Rights, as well as to all international human rights standards.

In this role, you will contribute to Amnesty's human rights impact through strategic planning, implementation and evaluation of innovative campaigns, in line with the vision, mission and the long-term strategy of AI Turkey, to ensure everyone is able to enjoy human rights equally. In-depth knowledge on the area of women's and LGBTI+ rights will be preferred.

Your role will include originating copy and editing submissions, managing petitions, seeding content, providing strategic advice on the campaigning tactics and tools, and speaking on behalf of Amnesty, meeting with decisionmakers, partner organizations, supporters, activists and members; researching and implementing new tools for campaigning and managing projects for human rights impact.

This is a full-time position based in Istanbul. Ordinary working hours for full time employee will be 8 hours per day including lunch breaks from Monday to Friday, 5 days in a week. The job holder might be required to work outside office hours, including working weekends or evenings, on occasion. The job holder is also required to be on call from time to time.

MAIN RESPONSIBILITIES

- **Strategy and Planning:** In accordance with AI Turkey's long-term section strategy, develop strategies and action plans of the campaigns under their responsibility in collaboration with different teams within the Turkey Section (AITR) and International Secretariat (AIIS), and external partners.
- **Implementation:** Carry out planned campaigns, projects and activities. Work under limited supervision when coordinating the activities in the Action Plan, and under midlevel supervision in reactive works. Responsible for the presence and influence of the campaigns. Follow and implement policies and procedures of the international movement and the Section; contribute to their improvement and lead their implementation in the team. Responsible to abide by these

policies and procedures in all their actions. Explain relevant policies to colleagues in the fields of work under their responsibility.

- **Reporting and Analysis:** Monitor budget, evaluate results and report regularly to the line manager. Ensure effective reporting of campaign activities to have the status and results of all activities monitored. Before and after each campaign, make an assessment and benefit from the lessons learned in ongoing and future activities.
- **Content Seeding:** Produce, improve and ensure dissemination of relevant content on the website and digital communication platforms. In cooperation with media and social media staff, generate and use a wide range of communication and campaigning tools to achieve campaigning goals. Produce and contribute to the production of appropriate campaigning content, including printed material.
- **Activism:** In coordination with Membership and Activism Coordinator, and within the scope of campaigns in their responsibility, collaborate with volunteers and activists; ensure that activism work is planned and conducted in line with the strategic goals of the campaigns. Work in coordination with other departments and develop ideas to increase the number of members, activists and supporters.
- **Advocacy:** In addition, contribute to advocacy efforts by supporting the development and implementation of advocacy strategies targeting decision-makers and key stakeholders, in coordination with relevant Advocacy staff. Ensure that advocacy activities are mutually reinforcing, and that campaign messaging is consistently reflected in both grassroots mobilization and high-level influencing efforts.
- **Media:** Work with media staff to ensure that campaign messages are clearly and consistently reflected across traditional and digital media. Help identify media opportunities and contribute to developing content that increases public awareness and engagement.
- **Advice and Support:** Identify and offer solutions to issues they become aware of having been arisen in the ways and course of work and the operation of the organization. When needed, explain practices, procedures and policies within their area of responsibility. To attain the goals of this area, make measurable contributions to new projects, processes and standards.
- **Representation:** In the fields of work assigned to them, speak to the media, in the seminars etc., and in meetings with decisionmakers. Build an active network with external organizations/institutions and individuals and ensure continuity of existing networks.
- **Others:** Might lead a team of officers and entry-level employees of no more than three individuals. Lead project teams formed under specific projects and campaigns; supervise, as required, campaign staff and volunteers, and review their operation. Follow the instructions of the project lead when they are a member of a project. Archive all documents regarding campaigns. Ensure execution of campaign activities including meeting all logistical needs. Do market research, collect bids and purchase goods and services needed as part of the activities they perform.

SKILLS AND EXPERIENCE

- Commitment to human rights and Amnesty International's core values.
- Substantial knowledge of human rights needed, and in-depth knowledge of gender preferred.
- Minimum 3 years' demonstrated experience of working in campaigns and/or communication

projects, ideally in an NGO.

- Bachelor's Degree in a related field (Communications, Political Science, etc.) or equivalent work experience.
- Proficiency in MS Office Applications (Excel, PowerPoint, Word) and cloud-based systems (Microsoft, Google etc.).
- Excellent written and spoken Turkish and English.
- Knowledge and experience of developing, delivering, managing and optimizing effective campaigns.
- Knowledge and considerable experience of strategic campaigning, campaigning methods and tactics.
- Understanding of what motivates people to take action and develop and deepen their connection with campaigns.
- Excellence in organizing and conducting activities; track record in successfully completed campaigns; and ability to make objective decisions.
- Deep understanding of security and how to mitigate risks relating to campaigning and activism in different regions.
- Experience in writing or editing materials for a range of audiences in a clear, accurate and concise way.
- Ability to communicate and work effectively with a diverse range of stakeholders and professionals, including content producers, agencies, web developers and designers.
- Strong personal organizational and interpersonal communication skills and ability to handle constantly evolving work.
- Prone to teamwork; demonstrable ability to work independently and take initiatives.
- Ability to maintain interpersonal relationships; effective presentation and communication skills.
- Strong written and verbal communication skills and experience with individuals and groups in different positions and with varying backgrounds inside and outside the organization.
- Ability to analyze problems, develop and apply solutions.
- Ability to foresee risks and offer solutions.
- Knowledge of tracking budgets and efficient use of resources.
- Available to work out of office hours, travel and stay overnight away from home.
- Ability to manage a small team at the elementary level.
- Substantial knowledge of social media and website content management.
- Understanding the principles of equal opportunity, cultural diversity and gender equality; commitment to abide by concerning policies.
- Experience of political and strategic communication preferred.

ABOUT AMNESTY INTERNATIONAL

Amnesty International is a global movement of more than 10 million people campaigning for a world

where human rights are enjoyed by all.

Our aim is simple: an end to human rights abuses. Independent, international, and influential, we campaign for justice, fairness, freedom and truth wherever they are denied. And whether we are applying pressure through powerful research or direct lobbying, mass demonstrations or offline and online campaigning, we are all inspired by hope for a better world: One where human rights are respected and protected by everyone, everywhere.

At Amnesty International Turkey, we are passionate about what we do and we are proud of our achievements as a movement.

Equality and Diversity Statement: Equality and diversity are at the core of Amnesty Turkey values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected. AI Turkey is committed to achieving workforce diversity in terms of such as gender, race, ethnic origin, national origin, age, religion, sexual orientation, sexual identity, and culture. Individuals from minority groups, women, LGBTI+’s, and persons with disabilities are strongly encouraged to apply.

Sexual Harassment Statement: AI Turkey does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination.

Conflict of Interest Statement: Public or other activity, affiliation to or support for any group or organization, personal association or other factor which may generate a real or perceived conflict of interest with AI’s principles (specifically independence and impartiality), or raise a security concern, or otherwise prevent the candidate from carrying out key functions of the specific post would therefore disqualify the candidate from being appointed.

All selected candidates will undergo rigorous reference and background checks.

WORKING RELATIONSHIPS

Reporting to: Campaigns Manager

Posts that this job manages: Volunteers and interns

Other key relationships: Campaign, communications, advocacy, activism and fundraising posts at AI Turkey and International Secretariat

APPLICATION INFORMATION

Interested candidates, please send a CV and a Cover letter (in a separate file of no more than 500 words) in English describing how your skills and experience match the requirements of this post to ik@amnesty.org.tr with **REF: CC2501** in the subject line by **June 30, 2025 (COB)**.

Kindly mention your **full name** and **CV** or **COVER** words as file names for your CV and cover letter (i.e. Ayşe Yılmaz CV, Ayşe Yılmaz COVER).

Applications in languages other than **English** and received after the deadline will not be reviewed. Please also note that the interview will be conducted in English. ONLY applicants who are legally able to work in Turkey will be considered, the position requires native Turkish speakers.

Amnesty Turkey is not able to respond to every applicant individually due to the anticipated high number of applications. We thank all applicants; however, only short-listed candidates will be contacted for interviews. **If you do not hear from us until 16th of July 2025, please assume that you have not been short-listed.**