

Amnesty International Turkey
Job Description for Campaigns Manager

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| JOB TITLE | Campaigns Manager |
| DEPARTMENT | Campaigns and Communications |
| REPORTS TO | Director |
| RESPONSIBLE FOR | Campaigns and Communications Team |
| SCALE | Department Manager |
| HOURS PER WEEK | 40 |

OVERAL PURPOSE OF THE JOB

The Campaigns Manager is responsible for the effective organisation of the campaigns and communications department of Amnesty International Turkey, ensuring an appropriate balance and prioritisation across the portfolio of campaigns which are running simultaneously- based on the international strategies and priorities of Amnesty International Turkey (AITR) and the international movement. The Campaigns Manager also assumes overall responsibility for AITR media communications in cooperation with the related officers, activism and local groups/members and is accountable for the implementation and effectiveness of any kind of communication strategies. The Campaigns Manager ensures that all processes are in place for the development and implementation and effectiveness of campaign and communication strategies, effective reporting, monitoring and evaluation of campaigns and budget monitoring. The Manager manages all members of the Campaigns and Communications department and is required to coordinate with other staff members and departments in Amnesty Turkey, the international movement and external organisations.

TASKS/ RESPONSIBILITIES

1. Ensure the delivery of impactful and fully integrated campaigns through the complete campaign lifecycle (issue identification, strategy development, campaign delivery, monitoring, campaign exit and impact assessment) based on the priorities of the international movement

and local relevance, and promote them with governance, activists and membership structures;

2. In alignment with established working principles and protocols for roles and responsibilities, foster robust communication with the IS Turkey team and other pertinent departments, ensuring adherence to and enforcement of the determined guidelines.
3. Oversee a strategic approach to communications and lead the development of innovative communications and campaign strategies for brand building, media relations and public engagement;
4. As an effective part of AI Turkey management team, to support the Director in management processes and take responsibility.
5. Ensure and oversee integrated planning and delivery for campaign and communications projects, including through consultation of and co-operation with relevant people within AI Turkey (other AITR departments, activists, etc), AI movement (i.e. sections and the International Secretariat) and identify opportunities for cooperation and partnership with external organizations and rights holders through AI campaigns;
6. To ensure that the campaign department works in a fully integrated manner with other AI Turkey departments and to improve communication
7. Ensure that processes for monitoring and evaluation of campaigns and actions are put in place, implemented across all campaigns and communications projects and that the results are acted on and lead to the necessary improvements;
8. To undertake initiatives aimed at fortifying the activism of the movement, offering insights to the Director and the Board as needed to establish efficient communication with local groups, and overseeing the enhancement and sustenance of communication, as well as providing guidance to the related staff in this capacity.
9. Overseeing the strategic management of campaign and communication efforts to enable Amnesty to respond effectively and appropriately to human rights violations, garner attention to human rights issues, and enhance the visibility of Amnesty.
10. Determine priorities between campaigns running concurrently, identify opportunities for synergy and ensure coherence and co-ordination between campaigns and other actions;
11. Recruit, manage and develop Campaigns and Communications staff and ensure performance is managed and talent is nurtured; allocate staff time to projects considering domestic and global priorities. Supervise work of external consultants as appropriate. Developing and implement the staff induction and training, run performance appraisals of staff members, ensuring team members fulfil their administrative and financial responsibilities.
12. Develop and maintain strong relationships with colleagues in the International Secretariat and national s/s and contribute to international campaign planning processes at both operational and strategic levels
13. Initiate and develop strategic alliances with other organisations and Amnesty sections in order to deliver AITR's campaigning and communication objectives and to ensure AITR draws from a wide range of activists from different backgrounds.
14. In the Director's absence, assuming the mantle of representative for the organization, both in interactions with governmental entities and engagements with the media, as necessitated by the prevailing circumstances.

15. Promote innovation in campaigning, activism and communications within AI Turkey and the movement, including trying new tactics, techniques and methodologies;
16. Agree, structure and manage the budget of campaigns and all related actions;
17. Ensure effective implementation of AI Crisis Responses and maintain and develop crisis and rapid response action capacity for AITR;
18. Monitor and ensure the implementation of all relevant administrative and legal requirements for organising activities in Turkey;
19. Develop and maintain awareness of best practice in campaigning and communications, and providing a source of expertise in this area for AITR
20. Ensure the implementation of AITR's responsibilities within international projects on Turkey.

WORKING RELATIONSHIPS

Reporting to: – Director of AITR

Posts that this job manages: Campaigns Coordinators/Officers, Media and Social Media Coordinators/Officers and Translation Coordinator , Digital Campaigns Officer and overall responsibility for all staff members and volunteers within the department.

Other key relationships: The Manager of the Campaigns Department works closely together with the other members of the AI Turkey Management Team and the AITR Director and ensures good working relationships between the Campaigns and Communications Department and other staff members, volunteers, activists; the International Secretariat Turkey Team, the Campaigns Department and other relevant teams at the International Secretariat and where relevant with other s/s in the Amnesty International movement. (S)he is responsible for alliances and working relations with external organisations and people.

QUALIFICATIONS

- Commitment to the aims and objectives of Amnesty International
- Proven experience of strategic planning and leading campaigns and communication through a project lifecycle (issue identification, strategy development, campaign delivery, monitoring and evaluation and impact assessment); Experience of managing people and teams, of successfully coaching and mentoring people, and encouraging integrated and new ways of working; ability to identify and address skills gaps and experience of capacity building and training; Experience in working with a range of people and partners inside and outside an organisation to achieve objectives;
- Excellent political judgement and ability to spot risks and opportunities and make sound decisions based on an evaluation of all the options and free from bias;
- Experience of managing conflicting demands, meeting deadlines, managing budgets and adjusting priorities and use limited resources effectively; ability to develop long-term plans and to adapt to fast-changing situations;
- Excellent ability to persuade and influence, negotiate, challenge and confront conflict, brokering solutions to achieve goals; Aptitude for promoting and harnessing innovative approaches and ideas
- Excellent communication skills and ability to inspire and motivate a wide range of audiences;
- Willingness to work flexible hours including evenings and weekends when required
- Fluent level of written and spoken Turkish and English