



WITNESS

SEE IT

FILM IT

CHANGE IT

APPOINTMENT OF **EXECUTIVE DIRECTOR**



AMERICAS ASIA PACIFIC EMEA

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INTRODUCTION

This is a critical time in the fight for human rights, environmental justice and truth. The majority of the world's population now has a camera in their pocket. People everywhere are turning to video to document and tell stories of abuse. But all too often, they are not filming safely or effectively, and their videos don't make a difference. This is where WITNESS truly makes a difference.

WITNESS is a leader of a global movement that uses video to create human rights change. WITNESS helps people use video and technology to protect and defend human rights. Every day, activists and citizens risk their lives to expose the truth. We help make sure their efforts aren't in vain.

From curbing mis- and disinformation in African elections to filming for the right of Papuan people and land to supporting survivors of gender-based violence through documentary evidence, WITNESS is present to see it, film it, and change it. We identify critical situations and teach those affected by them the basics of video production, safe and ethical filming techniques, and advocacy strategies.

We are unique in our commitment to deep work at the grassroots, learning and sharing between communities with similar challenges as well as proactively influencing the emerging technology systems that shape the capacity to use video and technology for human rights. We do this via a holistic model that combines listening, deep collaboration for impact and learning, broad-based sharing, and deliberate work at the technology systems level to ensure emerging technologies reflect the key needs of the communities we center and serve. As part of a growing field of support and advocacy around use of video and technology, we complement, ally and collaborate with others rather than compete.



Our visual era, with its explosion of new video-based technologies and platforms, presents an urgent opportunity and need to fortify the use of video and technology for human rights. Over the past 30 years, WITNESS has been a leading force in the global movement to create a more just world. Today, we envision a radical and necessary new horizon in the fight for truth and structural transformation. Together with our partners and allies, we can prepare the human rights movement for the future.

WITNESS' next Executive Director will share our vision and belief that innovative tools and tactics for human rights defenders can counter today's threats to truth and justice; they will see an inclusive future in which we remain laser focused on ensuring that advances in video and technology work in the service of human rights while uplifting and protecting the most marginalized; they are excited by building a world in which every social media user can easily share the truth, safely and securely, debunk falsehoods, and preserve and protect critical visual evidence; and they envision a movement in which communities and people at risk or affected by human rights violations can use video and technology to record their truth from their perspective, defend it, and push for change as part of a successful strategy of resisting oppressive power structures.

Thank you for your interest in this search.

Monica Aleman & Polly Fields
Co-Chairs, WITNESS Board

ABOUT WITNESS

WITNESS helps people use video and technology to protect and defend human rights.

A critical time for Human Rights and the Truth.

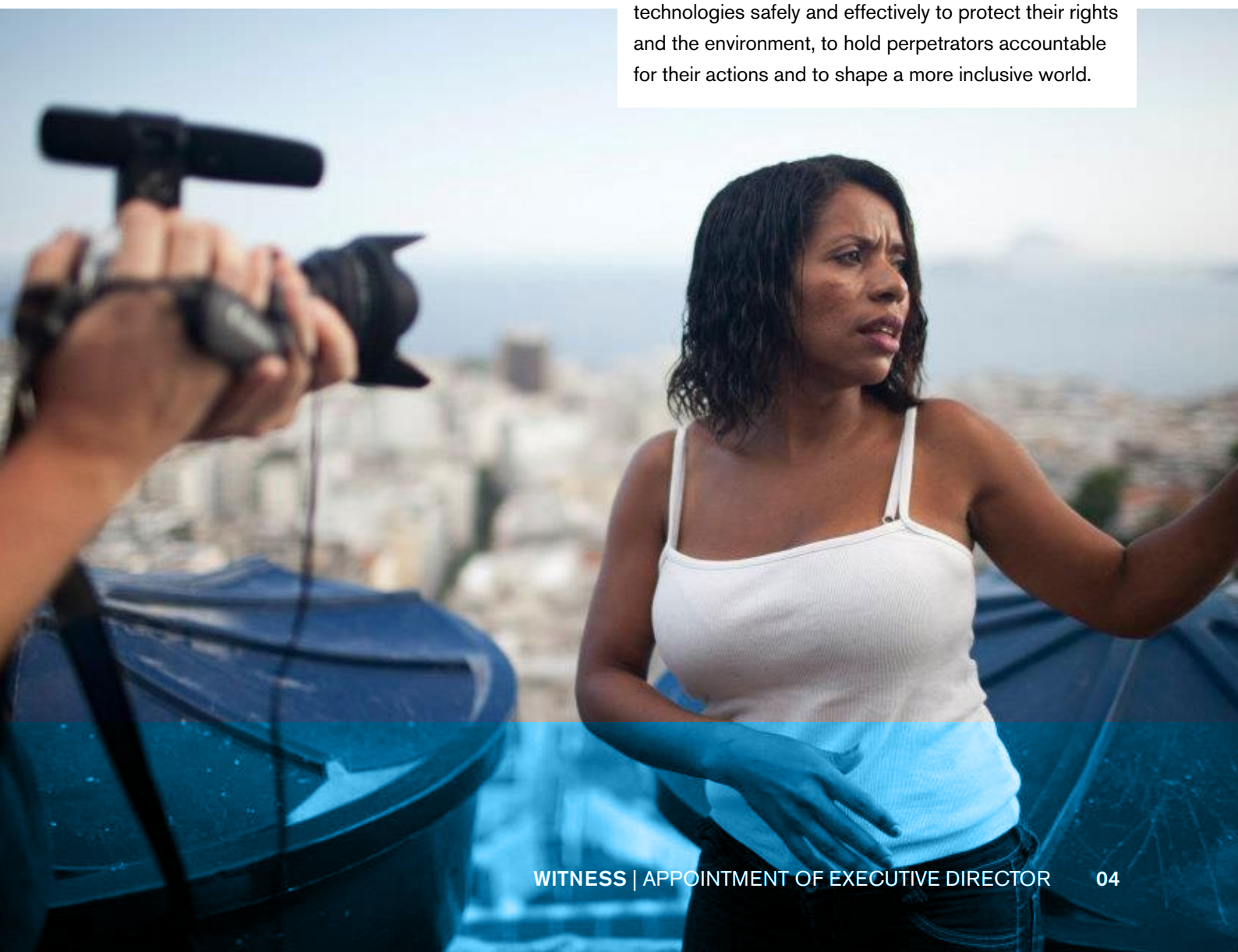
Our visual era, with its explosion of new video-based technologies and platforms, presents an urgent opportunity and need to fortify the use of video and technology for human rights. Over the past 30 years, WITNESS has been a leading force in the global movement to create a more just world. We support grassroots activists, civic journalists, lawyers, and frontline witnesses to use the newest media tactics and technologies to bolster authentic voices and protect truth. Today, we envision a radical and necessary new horizon in the fight for truth and structural transformation. Together with our partners and allies, we can prepare the human rights movement for the future.

WHO WE ARE

Watch this 2021 year-in-review video to meet the WITNESS team and learn more about our vision and how we work.

We are a group of activists based in five continents. As a collective, our staff members (as well as consultants, interns, fellows and a vast community of partners and collaborators) hail from around the world and reflect a group of multi-disciplinary, passionate human rights activists with diverse skills and backgrounds.

As a team, we share a vision of a world where oppressed communities, grassroots activists, and everyday witnesses can harness the power of video and technologies safely and effectively to protect their rights and the environment, to hold perpetrators accountable for their actions and to shape a more inclusive world.



ABOUT WITNESS



OUR HISTORY

In 1991, the arrest and beating of Rodney King was caught on camera, and the graphic video was broadcast into homes across the nation and worldwide. The following year, now exactly 30 years ago, WITNESS was founded on the promise of video to make truth visible, secure justice, and mobilize change. In the decades since, the proliferation of mobile phones, social media, and internet access has led to a steep increase in the number of human rights abuses captured on video, and a growing number of activists turning to the technology available to them to bear witness.

WITNESS has 30 years of experience supporting the use of video and technology to protect and defend human rights. We are deeply rooted in a growing global network of activists, whose lived experiences directly inform our systems-level work with technology companies. We have a long track record of anticipating emerging trends, initiating technological innovation, pushing the envelope on human rights applications of technology, and staying ahead of the curve of mis- and disinformation.

HOW WE WORK

In a world where video is a dominant form of expression and also increasingly under attack, WITNESS exists to use video and technology to secure human rights change, aligned with the goals of frontline communities experiencing and fighting human rights violation, and building their power and voice.

We do this via a holistic model that combines listening, deep collaboration for impact and learning, broad-based sharing, and deliberate work at the technology systems level to ensure emerging technologies reflect the key needs of the communities we center and serve.

As part of a growing field of support and advocacy around use of video and technology, we complement, ally and collaborate with others rather than compete.

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HOW WITNESS FOSTERS IMPACT AROUND THE WORLD

LISTEN & ANTICIPATE

We ask: How can we help human rights defenders use video and technology more safely and effectively, and ensure technology systems and emerging tools better support human rights?



COLLABORATE FOR IMPACT & LEARN

We collaborate with communities and activists to create human rights impact, and learn alongside them to surface innovative ways to use video and technology for human rights change.



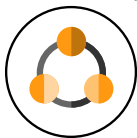
LOCAL CHANGE

SCALE



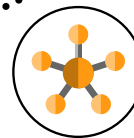
CREATE & SHARE

We widely amplify and share guidance, as well as work with activists with local influence and desire to share skills with others. We share learnings with those facing similar issues and using video and technology to create human rights change.



SYSTEMS CHANGE

We anticipate how new developments in video and technology will impact human rights, and fight to ensure global, marginalized voices are central in prioritizing potential threats and opportunities.





OUR IMPACT

Ask us about solidarity and how we see our role in the movement. We deeply adhere to the belief that collaboration leads to shared human rights impact

Three recent examples include:

Supporting strategic communications for land defense in Mexico: WITNESS helped develop the **School for Strategic Communication**, a ground breaking model that has helped land defenders across Latin America maximize the power of video and technology to counter harmful narratives in defense of their land. A training-of-trainers powered up a network of activists with the skills to train others in their communities, and the culminating **Strategic Communication for Defense of Territory Guide**, has been downloaded thousands of times and helped strengthen movement capacities around narrative change.

Ensuring authenticity infrastructure centers human rights:

WITNESS is a leading voice around “authenticity infrastructure” (tools to verify the authenticity of media shared online by demonstrating how they have been created, edited, and shared), ensuring that public discussion and technical work incorporates a human rights lens, dispels mis- and disinformation, and rebuilds eroded public trust. As co-chairs of the **Threats and Harms working group** of the Coalition for Content Provenance and Authenticity (C2PA), we assessed potential harms of the C2PA specifications, and ensured that key areas of human rights concern such as anonymity and privacy were reflected in their specifications.

Reaching millions with timely, tailored, relevant guidance:

In the last year, WITNESS’ work culminated in more than 1.5 million global digital engagements. This includes globally-relevant guidance on how to capture and preserve video documentation during internet shutdowns that has been translated into eight languages and shared with activists facing similar challenges around the world. Our sector-leading video as evidence guidance has been widely shared in the context of the Ukraine crisis, culminating in 20,000+ downloads since February, reaching frontline documenters and remote witnesses.

570

ORGANIZATIONS
PARTNERED

11,350

PEOPLE
TRAINED

135

COUNTRIES
REPRESENTED

1

MILLION PEOPLE ACCESSED OUR
RESOURCES IN THE LAST YEAR ALONE

FINANCES & FINANCIAL SUSTAINABILITY

WITNESS is in a healthy financial position and we are focused on an ongoing basis on longer-term strategies to fortify our financial sustainability and to secure additional investments for our new FY23 – FY25 Strategic Plan – which we will finalize by the end of 2022 and we'll launch in January 2023.

Our fiscal year runs July – June and at the recommendation of the WITNESS Finance and Audit Committee, the Board has just adopted our FY23 budget of 7.5M USD.

WITNESS aims to grow its human rights impact first and foremost and to that end we have a strategy of strategic and smart organizational budget growth and impact-driven investments in our people, programs and systems. Funding will be used to scale and deepen the global reach of guidance and tactics; influence technology systems to center human rights, combat mis- and disinformation, and uplift authentic voices; and modernize organizational infrastructure to support an increasingly distributed team and global network of activists.

For example, anticipating more complex landscapes, we have set aside in our FY23 budget key funds to invest more deeply in our systems and people with the aim of supporting (an even more) secure, digital first, remote workforce as well as ensuring that our systems (e.g. our resources library) can withstand external threats and optimally serve the wider communities we work with.

The Board approves a balanced budget for each fiscal year, which is based on expected revenues to be available to fund anticipated expenses. WITNESS considers general expenditures to consist of all expenses related to its ongoing program activities, and the expenses related to general and administrative and fundraising activities undertaken to support those services.



FINANCES & FINANCIAL SUSTAINABILITY



WITNESS regularly monitors liquidity to meet its operating needs and other commitments and obligations, while seeking to maximize the investment of its available funds. Management prepares regular cash flow projections to determine liquidity needs and has a policy to build liquid financial assets on an ongoing basis, sufficient to cover 90 days of general expenditures. Financial assets in excess of daily cash requirements are invested in certificates of deposit, money market funds, and other short-term investments, to maximize returns while ensuring capital preservation.

We maintain a Board-designated reserve (that currently covers 3-months operating expenses but we plan to grow it beyond that level) and a reserves policy that anticipates future risk or financial volatility and helps to safeguard our financial sustainability of the next period. We also have a modest endowment and a line of credit.

WITNESS' has a broad-based community of allies and funders, which means that revenue is derived from an intentionally diversified stream of sources: foundations, governments, individual philanthropists, and corporations. In prioritizing and securing revenue, we are guided by our fundraising criteria.

We focus our efforts on securing core funding to respond to the rising demands by communities operating in an accelerated landscape, and to future-proof WITNESS and the human rights movement at large by anticipating emerging challenges. As at FY22, over 80% of our revenue is general operating support ("core support") which allows us the nimbleness and flexibility to respond to a fast-changing landscape.

In the philanthropy landscape, we aspire to adhere to maximum transparency and use our access to resources in responsible ways. This means we see it as our role in the system to advocate for access to resources for our partners and we have a fundraising criteria policy in place that examines and assesses sources of funding against our human rights values when we assess any opportunity.

For more information, you can access our financial on our website [here](#).



STRUCTURE

WITNESS' structure is intentionally designed to optimize our response to today's landscape, enabling us to listen to, collaborate with, and support human rights defenders around the world. We are a globally dispersed team, with each regional team consisting of a program manager and communications coordinator; collaborating alongside "vertical" program experts (e.g. video as evidence, archiving) who reflect the needs and skills needed to bridge gaps in the use of video and technology for human rights. Our "Technology Threats and Opportunities" team ensures global, marginalized voices are centered in responding to systems-level tech threats and opportunities, as well as foreseeing the human rights impacts of tools and systems. All teams are supported by a "Learning and Sharing" unit that ensures grassroots solutions can be shared to and adapted by millions of activists worldwide. Our Fundraising, Operations and Finance teams work in close collaboration with our Program team. We champion an integrated approach to our workflows and annual and long term work plans.

WITNESS' organizational philosophy is heavily invested in distributed, bottom-up leadership. Strategic direction and work plans are driven by expertise and regional leadership, and informed by landscape assessments of the human rights and technology fields. The Senior Leadership Team's structure reflects our unique role. It is designed to also closely partner with the Director of Programs, Strategy & Innovation who leads on WITNESS long term vision in this evolving landscape. A Global Programs Director role oversees programs and efforts to conceptualize and track impact. The recent addition of a Director of People and Systems oversees the optimization of systems infrastructures to create efficient workflows for a distributed global team, and foster an inclusive, trauma-informed global human rights culture. The Executive Director's role is designed to steer our overarching mission and grow WITNESS' human rights impact, while ensuring the successful operationalization of strategic plans, as well as long-term financial sustainability.

STRUCTURE



CONTINUING TO BUILD AN INCLUSIVE, THRIVING ORGANIZATION AND GLOBAL CULTURE

WITNESS embarked on a global “Transformation Project” in 2020-2021, articulating a vision for diversity and inclusion to be more fully representative of our global working body and extended community. This included a particular focus on deepening the existing representation in terms of race, gender, sexual orientation, and ethnicity, and country of origin as well as developing decision-making and policies that prioritize inclusive leadership and center the voices of marginalized groups. In 2021, WITNESS reimagined the Board’s vision, functioning, and policies.

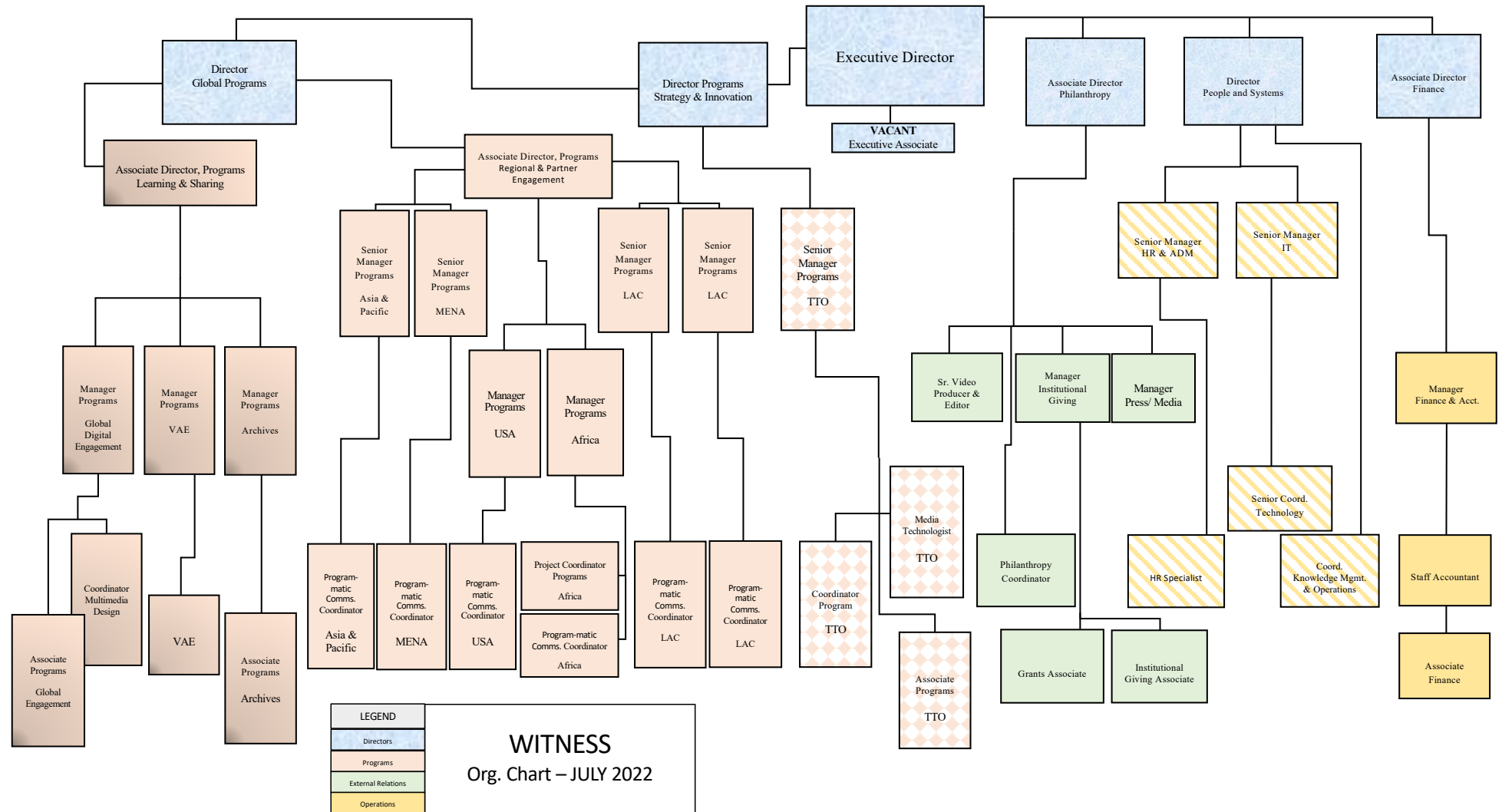


We changed our bylaws to allow for co-chairs, and articulated concrete composition goals and prospect priorities. By June 2022, the Board had achieved its initial goals and put a system in place to continue to function in accordance with WITNESS’ values. In 2021, WITNESS introduced a Staff Liaison Group, to better facilitate staff leadership and consultation. WITNESS sees this work as “forever work” and is committed to self-reflection and continuing to build a thriving global organizational culture.

Meet our staff.



ORGANIZATIONAL CHART



ROLE DESCRIPTION

The ED leads the organization and manages the integration and cohesion of all organizational strands (vision and programs, operations, fundraising, and finance) to ensure the organization's impact and sustainability.

The ED ultimately ensures that WITNESS' organizational culture, design, and practices fosters inclusion, equity and sustainable human rights practices; the ED oversees the organization's risk profile and its compliance with legal and regulatory requirements and obligations to ensure an accountable and ethical environment. The ED also serves as a key spokesperson, fundraiser, resource mobilizer, and representative of WITNESS, engaging with our myriad stakeholders.

Primary responsibilities will include:

VISION AND STRATEGIC PLANS:

- Lead on, articulate, commit to, and ensure practice of and focus on organization's mission, vision, and values;
- Oversee the cohesive development and implementation of multi-year strategic plans for WITNESS: supervise the development of a long term programmatic organizational vision by the Director, Programs, Strategy & Innovation; the resourcing and organizational financial sustainability by the Associate Director, Philanthropy; the effective and inclusive operationalization of the organizations programs by the Director, People & Systems, and the organization's financial processes and compliance by the Associate Director, Finance;

- Ensure and adjust structure, organizational design, staffing and governance to enable the realization, resourcing, and operationalizing of annual goals and multi-year strategic plans.

FUNDRAISING:

- Oversee, help develop and execute a long-term fundraising strategy and plan, in collaboration with the Associate Director of Philanthropy, the Senior Leadership Team and the Board, to ensure long-term growth and financial security for WITNESS;
- Partner with the Associate Director of Philanthropy and the External Relations Team in securing the annual and multi-year fundraising goals for WITNESS;
- Lead on securing anchor funders; cultivate and meet with prospective and existing donors;
- Secure fundraising support and annual financial contributions from the Board.



ABOUT WITNESS

BOARD RELATIONS:

- Serve as the primary liaison for the Board and Advisory Board, which includes engagement to optimize their value and contributions as a partner, advisor and governing entity to WITNESS and their ability to garner support for WITNESS;
- Engage the Board in strategy, fundraising, institutional and financial governance and oversight, and miscellaneous matters related to WITNESS;
- Develop, partner with, activate and motivate the Board to support and act on the organization's programmatic and organizational goals and mission;
- Co-lead, in conjunction with the Governance and Nominations Committee, efforts to recruit and retain new Board members.

CONSTITUENCY-BUILDING AND COMMUNICATIONS:

- Act as a thought leader and an advocate for the organization's mission and create, maintain, and refresh networks of individuals and organizations whose expertise and partnership provide support and enable WITNESS to meet its goals and fulfill its mission;
- Build strong alliances with and partner in coalitions among the philanthropic, media, communications, technology and human rights communities who support and act on behalf of the WITNESS mission through advocacy, collaboration, resources, and financial contributions;
- Serve as a public face and key spokesperson for the organization;
- Promote a communications strategy that will amplify the organization's mission and identify, secure, and maintain strategic alliances and partnerships for the organization.

CULTURE, STAFF AND ORGANIZATION MANAGEMENT:

- Inspire and motivate staff and foster a participatory and mission-driven culture informed by equity, inclusion and sustainable practices; and model and foster a positive, productive work environment within WITNESS;
- Support organizational structures that support staff and enable staff to succeed in their respective jobs and the organization to accomplish its goals and mission;
- Lead on creating and maintaining a culture of collective care, a supportive and sustainable culture of human rights practice for individual staff, the organization, and the field.

SUPERVISORY RELATIONSHIPS:

- Associate Director, Philanthropy
- Director, Programs, Strategy & Innovation
- Director, People & Systems
- Associate Director Finance and Operations
- Executive Associate.

PRINCIPAL RELATIONSHIPS:

- Direct reports
- Board of Directors
- External donors and potential constituents
- Senior Leadership Team.

PERSON SPECIFICATION

The ideal candidate will have the following professional skills and experience:

- **Work Experience:** Minimum of 10-15 years of progressively responsible relevant professional experience (human rights advocacy, public relations, video, technology, media and organizational management), some preferably in the non-profit sector;
- **Fundraising:** A proven track record in fundraising and cultivating partnerships to advance institutional aims;
- **Communications and Planning:** A natural persuasive communicator, with excellent writing, communications, analytical, organizational, planning and marketing skills;
- **Public Speaking and Press:** Experience and talent in public presentations and press work;
- **International Human Rights:** A track record in human rights work and a passion for human rights values;
- **Technology:** A strong interest in existing and emerging technologies and a proven understanding of their applications in social change.

PREFERRED QUALIFICATIONS:

The ideal candidate will preferably have the following skills, experience, and characteristics:

- **Leader:** The Executive Director must have strong people skills and an inclusive managerial style that supports a culture of collaboration and mutual respect and nourishes professional development and inclusive leadership;
- **Entrepreneur:** The Executive Director should be someone who enjoys creative and fast-moving enterprises, cultivating new markets and sources of in-kind support, and who can build a constituency of people who will help secure funds and other forms of support needed to build this program;
- **Visionary:** WITNESS has the potential to transform the human rights movement around the world. The Executive Director must be able to help shape this big vision and translate it into practical actions and initiatives;



- **Strategist:** The Executive Director must be able to develop comprehensive, programmatic, and institution-building strategies for WITNESS' growth;
- **Promoter:** The Executive Director must have persuasive powers and opportunistic instincts to build and maintain the needed constituencies for WITNESS;
- **Adaptive:** The Executive Director must have a strong track record in creating agile work environments and ability to adapt strategies and organizational designs to changes in the environment;
- **Communicator:** The Executive Director must have strong interpersonal and communication skills, both internally and externally.

WITNESS is a global human rights organization and strives to build an inclusive workforce that is reflective of the communities we work with. We believe in representative leadership and are interested in building a talented team that brings their true selves with diverse backgrounds, cultures and perspectives.

We greatly welcome applications from those with lived experience from outside the global north and from those who consider themselves from historically exploited, marginalized and/or under-represented communities.

FURTHER INFORMATION

We are a globally distributed, remote workforce; this is a full-time position, with location preferences that include Africa, Latin America, and Europe, among others. At this time, our team members are working through hybrid office arrangements, combining remote at-home work with intermittent use of offices and/or co-working spaces.

Typically, we can only consider applicants who are already legally able to work in the country in which the role is based. Visa sponsorship or relocation allowance are rare, and offered only for specialized positions.

Compensation: WITNESS operates a salary localisation policy using a combination of regularly reviewed FX and local salary adjustment multipliers. Based on current rates, gross salaries for some of our current locations are given as an example:

- Brazil: 752,650 BRL
- Malaysia: 724,450 MYR
- New York City: 220,000 USD
- South Africa: 2,232,500 ZAR

BENEFITS:

- **Work/Life Balance:** WITNESS believes in creating a healthy work environment in which flexible schedules are available, we also understand that sometimes an employee may just require a few hours to take care of personal issues in which case they can adjust their hours to make up for the time instead of taking a full day of leave. Both are allowable once agreed upon with the departmental supervisors.
- **Time Off:** WITNESS has a range of paid time off types that support our staff.
 - Vacation allowance that meets local statutory levels or 15 days whichever is higher, in addition to staff's local public holidays.

- The vacation allowance increases by 5 days after 3 years' service.
- Personal / Wellness allowance of 5 days staff can use at any time to recharge in recognition of the importance of supporting positive mental wellbeing.
- End of Year closure which usually is equivalent to a minimum of 5 days leave in addition to any public holidays across the last week of December and early January.
- Sickness leave: follows local statutory guidance however: WITNESS ensures a minimum of 10 days paid time off for occasional sickness and health related absences. A minimum of 6 weeks of full pay in instances of longer term absence.
- Sabbatical leave: At the 10-year mark we offer staff 10 weeks paid time off in order to take a break, gain new insights and expand horizons.



FURTHER INFORMATION

- **Pension Contributions:** After 1 year of service at the organization, WITNESS will contribute 3% of an individual's gross salary towards a global retirement fund.
- **Remote Work Stipend:** WITNESS recognizes that flexible working arrangements are key to equity and inclusion in the workplace and we provide a \$175 USD monthly remote work allowance, we are happy to talk about the type of flexible arrangements that might work best for you. This remote work stipend is provided to all staff members to pay for extra equipment, electricity, stationery, internet, wellness, or whatever an employee deems necessary in order to work remotely. Please note that a computer and basic accessories are provided to all employees at the time of hire.
- **Health Care:** WITNESS also offers competitive and robust medical benefits that cover an individual's medical, dental and vision at 100% and covers a % of the individual's dependents.
- **Life Insurance and AD&D:** WITNESS provides insurance cover equal to one year's salary, payable at one time, to a nominated beneficiary.
- **Professional Development:** In support of the growth and development of its staff, WITNESS regularly seeks opportunities for professional development, exposure to new skills and supports a culture of learning.
 - As part of this we offer staff Reading Days (1 per month) where staff can take a day to read, study and connect more deeply with peers, partners and colleagues to further their functional knowledge relevant to their role or deepening their understanding and ability to support human rights work.

WITNESS is an equal opportunity employer. We value and encourage diversity and consider applicants for all positions without regard to age, race, color, religion, creed, gender, sex, national origin, disability, marital or veteran status, sexual orientation, gender identity or expression, or any other legally protected status.





HOW TO APPLY

Perrett Laver is conducting an executive search process in parallel with the public advertisement of the role.

To apply for this role, please submit a CV and covering letter, detailing how you fulfil the role description and personal specification to <https://candidates.perrettlaver.com/vacancies/> quoting reference **6006**. The deadline for applications is **Friday, September 16, 2022 at midnight ET**.

The selection committee will together review all candidates' applications and agree on a longlist for the role. Longlisted candidates will be interviewed by Perrett Laver in late October and a shortlist will then be invited to interview with WITNESS in November.

Protecting your personal data is of the upmost importance to Perrett Laver and we take this responsibility very seriously. Any information obtained by our trading divisions is held and processed in accordance with the relevant data protection legislation. The data you provide us with is securely stored on our computerised database and transferred to our clients for the purposes of presenting you as a candidate and/or considering your suitability for a role you have registered interest in.

Perrett Laver is a Data Controller and a Data Processor, as defined under the General Data Protection Regulation (GDPR). Our legal basis for much of our data processing activity is 'Legitimate Interests'. You have the right to object to us processing your data in this way. For more information about this, your rights, and our approach to Data Protection and Privacy, please visit our website <http://www.perrettlaver.com/information/privacy-policy/>.