



**WORLD WIDE WEB
FOUNDATION**

Appointment of
**COMMUNICATIONS
DIRECTOR**

INTRODUCTION

The Web Foundation is a non-profit organization founded by the inventor of the web, Sir Tim Berners-Lee, to promote and defend the World Wide Web as a basic right and public good, for everyone.

BACKGROUND

When Sir Tim invented the World Wide Web in 1989, he changed the world, expanding our access to knowledge and freedom of expression more than any other development in modern times. Seeing an opportunity to create a true public good and a tool for empowerment that anyone, anywhere could use to learn, earn, create and dream, Sir Tim made the selfless decision to give away his invention to humanity for free, sparking a global wave of creativity, collaboration and innovation.

After decades of watching the web grow in unimagined ways – and recognizing that his vision of the free and open web needed to be protected – Sir Tim founded the Web Foundation in 2009 to defend and advance his original vision; the open web as a public good and a basic right.

With a talented team of 30 experts in 12 countries, the Web Foundation engages with decision makers in the public and private sectors to make the web accessible, affordable for everyone and a place people want to be.

We are having impact. Using the power of policy, advocacy and research and the credibility inferred by Sir Tim’s involvement, our work has driven change at scale, helping to drive policy changes that have brought affordable internet access closer for 628 million people.

There is still much more we need to do to ensure that the web is accessible and beneficial for all. To that end, we have been changing. Under the leadership of Adrian Lovett, we have restructured on functional lines to ensure greater clarity of responsibility. We have also developed a greater strategic focus identifying three areas as critical to ensuring a better web: women’s rights online, affordable and meaningful access and personal data rights. Finally, we have been working to become more policy-led – rooting all our work in robust evidence and carefully selecting areas where we can move the dial.



CONTEXT TO THIS ROLE

Every day we are seeing more and more stories about how the World Wide Web is under attack; the power to access news and information from around the globe is being manipulated by malicious actors; online harassment is rampant; governments are increasingly censoring information online – or shutting down the internet altogether; and we've lost control of our personal data which in some cases is being weaponised against us. This is leading to an increasingly negative view of the web.

At the same time, half the world's population is still not connected to the internet. Most of the unconnected are women in marginalised populations in low and middle-income countries.

In the meantime, there is concern from the public, confusion from governments and a lack of leadership from digital technology businesses.

All of these actors are seeking leadership for what a better web might look like and direction on how to build it. The Web Foundation provides that leadership.

We have been developing an ambitious plan to address these challenges and this role, Communications Director, sits at the heart of this plan.

We have for some time been well established as a thought leader amongst corporates and governments. We want to build further on this reputation, ensuring our messages and priorities are front-of-mind for those who have the power to shape the web, in the public and private sectors. But we also want to galvanise the public to take up the fight for the future of the web. It will take action from millions of citizens, as well as by ministers and CEOs, to build and defend the web we want.

The purpose of this role will be to continue our role as thought leader while also building the capabilities and capacities to inspire the public to fight for a better web. Reporting to the CEO, and with a team of three, young but highly impressive communications professionals the Communications Director will develop strategic campaigns identifying ambitious goals, clear actions and powerful messaging that inspire the public to take up the fight.

With communications as our principal means of achieving change this role is central to all we do and at the heart of the Foundation's leadership.

To this end, we seek a leader with a wide understanding of the communications disciplines across strategic communications, media relations, branding and campaigns. You will be comfortable networking at senior levels in the public, private and non-profit sectors, and be a highly effective manager of a small team. You will also be confident to play a key role in setting the direction of the Foundation, as part of the leadership team working with the CEO and the founder, Sir Tim Berners-Lee.

The web we want is not out of reach. This leader will fulfil a central role in securing it – ensuring the web remains an open platform that is truly a force for good for everyone.





ROLE OVERVIEW

You will design, deploy and measure communications' strategies across the Foundation's programmes and campaigns, to increase the Foundation's profile, influence, income and impact. Working closely with Adrian, the Chief Executive, Web Foundation Co-Founders and senior colleagues, this is a demanding role that requires a blend of strategic thinking, creative excellence and strong project management.

RESPONSIBILITIES

- Develop and refine a communications strategy that advances an organisation-wide vision and narrative.
- Set a comprehensive communications plan to include media relations, online community building, public speaking and advocacy, social media and the development of print and online collateral.
- Work closely with the Policy Director, to develop an effective strategy for amplifying the voice of Sir Tim Berners-Lee, Co-Founder, to drive increased impact on selected Web Foundation campaigns and projects.
- Partner with creative agencies to refine brand purpose and strategy as well as coordinate the production high-impact visual materials.
- Identify reactive and proactive opportunities for the Web Foundation to increase its influence and impact through its communications and campaigns.
- Ensure good management, coaching and mentoring of a small but talented team.
- Drive the implementation of the communications strategy, taking the lead on high-profile content generation such as press releases, op-eds, speeches and blog posts.
- Support the Co-Founders, Chief Executive and Fundraising team in their routine communications including research, message development and writing.
- Advise the Chief Executive and Board on the management of brand and communications' risks so as to safeguard and enhance the Foundation's reputation.
- Work closely with the Chief Executive and other Directors to provide leadership to the Foundation as a whole.
- Act as an inspiring and collaborative leader within the Web Foundation.
- Champion organisational effectiveness by working with senior colleagues to continuously improve the Foundation's policies, systems and culture.



PERSON SPECIFICATION

- Passionate about the mission of the Web Foundation.
- At least ten years' experience in a communications or campaigning role, at least five of which must have involved management responsibility.
- Proven expertise in communicating complex and technical issues to non-technical audiences including policymakers, opinion-shapers and the public.
- A strong track record in working with complex research-based material to distil key messages and extract facts and stories that drive media coverage.
- Gravitas and a sense of ease interacting with Chief Executives, Ministers, and high net worth individuals. Experience of working with a celebrity Patron or Founder would be advantageous.
- Extensive media relations experience with a network of global media contacts, particularly in the tech and development communities.
- Vivid writer, able to present difficult concepts in clear, simple language and/or in compelling images. Highly skilled in producing good copy quickly for a variety of different media and audiences.
- Creative and entrepreneurial with demonstrable success in coming up with bold approaches to grab attention and engage audiences.
- Strong interpersonal, project and stakeholder management skills to work effectively with staff, Board members, volunteers and external partners.
- Demonstrable skill in building, leading, mentoring teams, including in dispersed global contexts.
- Globally minded, with experience working across different cultures.
- Highly motivated, thriving under pressure, pursuing targets aggressively and willing to work long hours when deadlines demand.
- Persuasive, assertive and persistent in selling stories and interview opportunities.
- Ability to travel occasionally.
- Complete fluency in written and spoken English essential. Fluency in at least one other major language desirable.





TERMS AND CONDITIONS

The role is full time and permanent and based in London.

The salary will be competitive and will depend on the competencies and experience of the successful candidate. The package also includes 30 days' leave (including public holidays) and employer's pension contribution.

HOW TO APPLY

Applications should be sent to Mark Powys-Smith at mark.powys-smith@macaulaysearch.com

The closing date for applications is Wednesday 4th September 2019 at 5pm (BST).

Your application should comprise:

- A full CV including a full employment history showing responsibilities held and relevant achievements;
- A covering note of not more than one and a half pages summarising your motivation and reasons for being interested in this position and the narrative of how your career experiences have prepared you for this role;
- Daytime, evening and/or mobile telephone numbers (to be used with discretion).

PROCESS

Macaulay Search has been engaged as adviser on this appointment. A selection of candidates will be invited to interview by skype on either Wednesday 25th or Thursday 26th September. You can expect to hear from Macaulay Search by Tuesday 17th September if you have been invited to a first interview. A smaller number of candidates will proceed to a final interview on Friday 11th October.

This document sets out key responsibilities of the role and is not intended to be an exhaustive list of tasks and duties. We reserve the right, at our sole discretion, to reasonably vary the responsibilities from time to time depending on the needs of the organisation without changing the level of the role.

