

AMNESTY **COULD**  
INTERNATIONALIT **IT**  
SECRETARY **BE**  
GENERAL **YOU?**



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# AN INTRODUCTION FROM THE CHAIR OF THE INTERNATIONAL BOARD

Dear candidate

Thank you for your interest in the role of Secretary General of Amnesty International, a truly global movement fighting for human rights. We are looking for an inspirational new leader who can help us to grow and achieve a world where everyone takes injustice personally.

Our organization has a long and proud history of defending human rights around the world. Lawyer Peter Benenson founded Amnesty International in 1961 in response to seeing newspaper coverage of the imprisonment of two Portuguese students raising a toast to freedom. Today, Amnesty International has members in over 100 countries around the world standing together to defend the human rights and fundamental freedoms of all.

We are living in challenging times for justice and human rights, with battles over natural and other

resources, rising inequality, increasing movement of people within and across borders, ongoing crises and conflicts, and unlawful actions by states in the name of preserving public order.

Amnesty International stands strong in the face of such challenges and is better equipped than ever before to respond. We have been through the most significant structural and cultural change in our history to ensure that we are a truly global movement of people. We are shifting resources to the Global South to build a stronger presence in key strategic locations and are in the middle of delivering on our first ever movement-wide Strategic Goals.

We embark upon this search eager to find the person who will lead Amnesty International into the next phase and who will harness our strengths to develop evermore effective methods of influencing key stakeholders and decision-makers to protect and defend human rights. The role of Secretary General presents an unrivalled

opportunity to use your skills as an influencer, a strategist, a campaigner and a leader. You will be excited by the prospect of leading a movement of millions of people around the world and of speaking truth to power in an age of fear and challenge.

The International Board will stand with you and support you as you take on this exciting role. We will work with you to deliver on the opportunities that current global shifts present for human rights. Together, we will ensure that Amnesty International even more strongly pursues our vision of a world where people's human rights are truly protected and respected.

I look forward to meeting you and encourage you to apply.



**Nicole Bieske**







# WHAT WE DO





# OUR VISION

Is a world in which every person is able to enjoy the human rights enshrined in the Universal Declaration of Human Rights.

Amnesty International is a Nobel Peace Prize-winning global movement of more than 7 million people in over 100 countries and territories who campaign for a world where human rights are enjoyed by all. For more than 55 years, we have shown that people united in common action can achieve extraordinary things.

The offices of the International Secretariat are spread across 20 locations globally. We have regional offices in cities in Africa, Asia-Pacific, Central and Eastern Europe, the Americas and the Middle East. Our international offices are based in London, New York and Geneva. These offices are hubs for our investigations, campaigns, advocacy, fundraising & supporter engagement and they support the work of our national sections in more than 70 countries.

- Through research, advocacy and campaigning, we investigate, expose and stand against injustice and repression in all corners of the world
- We speak out for anyone and everyone whose freedom and dignity are under threat
- We uphold and promote the whole spectrum of rights laid out in the United Nations Universal Declaration of Human Rights
- We hold governments accountable, and demand respect for human rights from corporations, other agencies and armed groups

## **Research. Evidence. Action.**

Our action for justice, freedom and dignity is based on high-quality research, evidence and legal analysis. This is accompanied by effective campaigning, international solidarity and relentless global pressure to insist that governments and others live up to the promises made in the Universal Declaration of Human Rights.

We mobilize millions of people worldwide to speak out for justice, freedom and dignity, and to defend activists on the human rights frontline. We stand together with those fighting for their rights. We empower and inspire others.

## **Impartial. Independent. Accurate.**

Our deeply held core principles of impartiality, independence and accuracy underpin all we do. We are independent of any government, ideology, economic interest or religion. We are funded mainly by our membership and public donations.





# HOW AMNESTY IS RUN





# INTERNATIONAL BOARD

The Amnesty International Board is elected democratically by our biennial International Council Meeting. The Board provides strategic guidance and leadership for the Amnesty International movement worldwide.

The Board consists of eight regular elected members plus the International Treasurer, who is also elected. Its chief functions are set down by our statute and include:

- Ensuring the movement's compliance with Amnesty International's statute
- Ensuring implementation of Amnesty International's Strategic Goals
- Appointing the Secretary General
- Ensuring the sound financial management of Amnesty International at the international level
- Providing consent for the establishment of sections, structures and other bodies of Amnesty International

- Holding sections, structures and other bodies of Amnesty International accountable for their functioning by presenting reports to the International Council Meeting
- Taking international decisions on behalf of Amnesty International

The Board is accountable to the International Council.

## SECRETARY GENERAL

The Secretary General is the operational leader of Amnesty International and Chief Executive of the International Secretariat, which carries out the majority of our research, campaigning and advocacy work at the international level. She/he is the chief spokesperson for Amnesty International and the principal political advisor to the Board and the movement, as well as being its chief strategist. She/he provides a motivational leadership role for Amnesty International sections and members worldwide.

## INTERNATIONAL SECRETARIAT SENIOR LEADERSHIP TEAM

The Amnesty International's Senior Leadership Team reports to the Secretary General and is responsible for leadership and management of the International Secretariat. This Senior Leadership Team works closely with the directors and deputy directors of the International Secretariat programmes, and together they provide strategic direction, operational management and direct support to the International Secretariat staff and volunteers. These staff and those members of Amnesty International's national sections, and their members and supporters, are the most important resources that Amnesty International has.



## SECRETARY GENERAL

SENIOR  
DIRECTOR  
GLOBAL  
OPERATIONS

SENIOR  
DIRECTOR  
OFFICE OF SECRETARY  
GENERAL

SENIOR  
DIRECTOR  
CAMPAIGNS &  
COMMUNICATIONS

SENIOR  
DIRECTOR  
GLOBAL FUNDRAISING  
& ENGAGEMENT

SENIOR  
DIRECTOR  
INTERNATIONAL LAW  
& POLICY

SENIOR  
DIRECTOR  
RESEARCH

SENIOR  
DIRECTOR  
PEOPLE &  
SERVICES

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“

**YOU MUST NEVER BE FEARFUL ABOUT  
WHAT YOU ARE DOING WHEN IT IS RIGHT**

”

*Rosa Parks, American Civil Rights Activist (1913 - 2005)*





# STRATEGIC GOALS



DUMA'S  
ELECTRICAL  
HARDWARE





# OUR STRATEGIC GOALS 2016-20 OUTLINE HOW WE WILL FIGHT FOR AND ACHIEVE HUMAN RIGHTS

1.

EVERYONE KNOWS AND CAN CLAIM THEIR RIGHTS

2.

HUMAN RIGHTS AND JUSTICE ARE ENJOYED WITHOUT DISCRIMINATION

3.

PEOPLE ARE PROTECTED DURING CONFLICT AND CRISES

4.

HUMAN RIGHTS ABUSERS ARE HELD ACCOUNTABLE

5.

WE WILL BE A TRULY GLOBAL, LARGER, STRONGER AND MORE DIVERSE MOVEMENT

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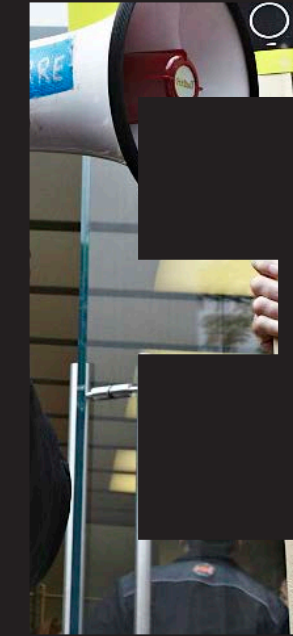
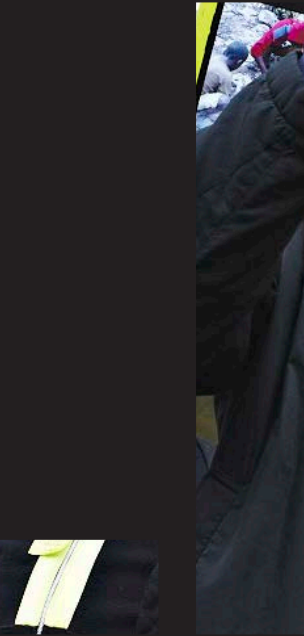
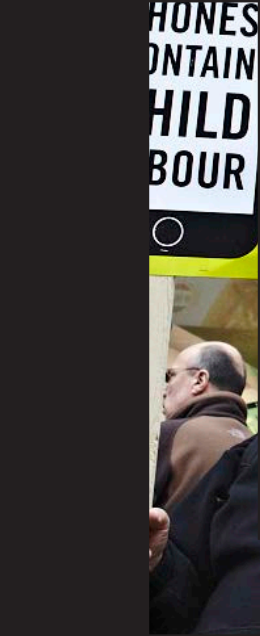
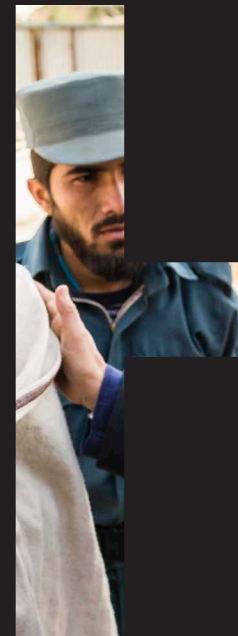
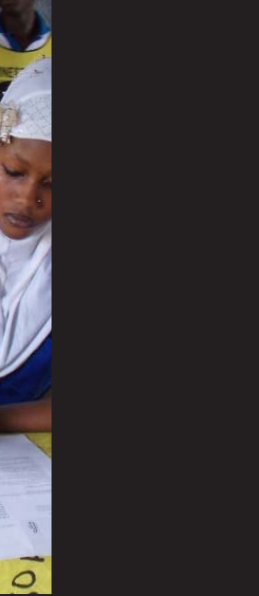
**ACTION IS THE ANTIDOTE TO DESPAIR**

”

*Joan Baez, Folk singer, activist and Amnesty Ambassador of Conscience 2015*







# SALIL SHETTY, SECRETARY GENERAL OF AMNESTY INTERNATIONAL

## WHY THIS IS ONE OF THE MOST IMPORTANT JOBS IN THE WORLD FOR HUMAN RIGHTS

**The need:** Given the scale of human rights crises the world is facing – from attacks on human rights defenders and civil society to the horrific killings of civilians in conflicts and the global refugee crisis – the need for Amnesty International has sadly never been greater. At a moment when the world is lacking ethical leaders and when too many countries are retreating into narrow-minded jingoism, I believe that Amnesty International is one of the few key voices that can act as the world's conscience.

**The capability mix:** In my view, there is simply no other entity with the right mix of capabilities to fight the current onslaught on human rights and justice in a serious and sustained manner. I believe Amnesty International is the only force that can bring to bear a unique combination of grassroots mobilization of millions of members and activists, powerful

campaigning and education, media penetration, brand awareness and credibility, well-targeted strategic litigation, and lobbying at the highest levels. We challenge large-scale human rights abuses and call for systemic change, but through the prism of the individual and their rights. And we have an over 55-year track record of demonstrable successes.

**The independent global people's movement:** But the most exciting aspect of Amnesty International, by a long way, is that it offers ordinary people an avenue to come together to challenge the abuse of power by unaccountable governments and corporations. We are a people's movement for human rights and justice and we are *global* and *independent*, both in terms of our funding and our decision-making. Where we have strong national entities, we also have significant influence at the national level. We now also have a globally distributed International Secretariat spread across Asia, Africa, the Middle East and Latin America, on top of our traditional strength in

(old) Europe and North America. And we have the incredible opportunity to inspire and mobilize tens of millions of people to call for a world where everyone's human rights are respected.

**The satisfaction:** We have invested a lot of time, effort and money in the last few years setting the house in order. You will be steering a steady ship with reliable long-term funding, a great leadership team, strong systems and processes, and an exciting new distributed global presence. So if you like to take on some of the world's biggest problems and crises, and are up for cracking these alongside some of the best minds and hearts in the justice and human rights arena, there simply isn't a more satisfying place for you to choose where your effort can make a real difference.





# NUMBERS





GLOBAL MOVEMENT

Supporters

**7m**

Staff

**2,626**

Volunteers

**2,889**

Income

**€279m**

INTERNATIONAL SECRETARIAT

Staff

**598**

Volunteers

**79**

Income

**€74.4m**





BY 2020 WE ASPIRE TO HAVE

Global income

€400m

Global supporters

25m

engaged to take action  
for human rights







# THE ROLE





# AMNESTY INTERNATIONAL'S MOST SENIOR AND PUBLIC ROLE

Following the highly successful period of leadership of the current Secretary General, Salil Shetty, an individual of exceptional calibre is sought to lead Amnesty International. The Secretary General will provide leadership and strategic vision globally to the Amnesty International movement. S/he will lead, inspire and direct diverse executive functions, overseeing the provision of world-class political advice, alongside public representation to the highest levels, so that the Amnesty International movement as a whole delivers global, regional and local human rights impact at an unprecedented period of attack against human rights globally.

The role of Secretary General is Amnesty International's most senior and public role. The post holder carries a primary responsibility for bringing together the whole of the Amnesty International movement behind coherent human rights, organizational and financial strategies for

building commitment to a global vision with the maximum chance for success and impact.

Accountable to the International Board, the Secretary General reports to the Chair of the Board. The Secretary General is the line manager for the International Secretariat's Senior Leadership Team.

The role has a wide set of key relationships, which include: staff and managers of the International Secretariat and of the Amnesty International sections and, in particular, of their Chairs and Directors; leaders of human rights and other civil society organizations, international and regional international governmental bodies; key government leaders and heads of state; global opinion leaders; major donors; corporate CEOs and bodies; and academia.

This role represents the opportunity to become the leader of the world's largest human rights

organization and its movement, with ambitious goals to becoming a truly global organization with increased influence and impact, supported by staff, activists and supporters who take injustice personally and are campaigning for a world where human rights are enjoyed by all.



# WHAT DOES SUCCESS LOOK LIKE IN THIS ROLE?

- Amnesty International continues to build and grow its human rights impact
- Amnesty International is seen as the “go to” leader in global analysis and the promotion of human rights issues, accountability, campaigning and advocacy
- Ensuring that Amnesty International is seen as the global standard bearer for civil society, exemplifying the highest standards of public accountability, ethical conduct, principled leadership and effective delivery against mission; supporting all the Amnesty International entities to operate to such standards
- Ensuring that the International Secretariat supports the Amnesty International movement by efficiently and effectively generating a coherent global body of work that is represented by an integrated programme of campaigning and advocacy supported by high-quality research, media action and mobilization
- Reaching or exceeding our growth goals of engaging 25 million people to take action for human rights each year, growing the number of supporters in the Global South – and generating a €400 million global income
- Growing and sustaining a range of effective, relevant and principled partnerships and other forms of collaborations with international, regional and national/local NGOs
- Becoming a demonstrably stronger and more diverse movement through effective communication to a wide and diverse range of audiences including: government policy-makers, UN officials, opinion leaders, human rights defenders and victims of human rights violations
- Supporting and promoting good governance alongside the International Board both within the International Secretariat and for the movement as a whole





# RESPONSIBILITIES

The Secretary General will be specifically responsible for delivering against the following:

## **Chief spokesperson**

- Being an inspirational leader for human rights globally
- Representing the Amnesty International movement and its concerns effectively to governments, inter-governmental organizations, the world's media and the general public
- Maintaining and growing our external credibility, high-level external relations and responsibility for initiating action to further Amnesty International's aims at these levels

## **Principal political advisor and strategist**

- Acting as the principal political adviser and chief strategist to the International Board and the Amnesty International movement
- Developing and co-ordinating strategies and plans to promote and protect human rights

## **Leader of the Amnesty International movement**

- Providing motivational leadership for Amnesty International sections and members worldwide
- Driving innovation and taking Amnesty International to a new level of truly global mobilization
- Stimulating and communicating the work of sections, structures and national office entities through international meetings and communications
- Ensuring an integrated and collaborative approach to the strategic planning of the Amnesty International movement
- Leading and supporting in fundraising from major foundations for the movement
- Supporting and promoting good and effective governance of Amnesty International
- Taking a leading role in crisis situations

## **Chief Executive of the International Secretariat**

- Leading the development and implementation of the Strategic Goals
- Taking overall responsibility for effective and efficient operation of the International Secretariat and for implementing the International Board's strategies, work plans and budgets in a participative manner
- Managing and developing a strong Senior Leadership Team and effectively motivating staff
- Supporting the International Board



# AN EXCEPTIONAL CANDIDATE

Amnesty International wishes to encourage applications from experienced senior leaders drawn from a wide variety of backgrounds. Candidates must be of exceptional calibre with evident and deeply held personal values that align with Amnesty International's purpose and values, along with vision and clear leadership experience and capability.

Candidates will be required to demonstrate strength and achievement against the majority of the following:

## **Skills and experience**

- High-level capacity and demonstrable skills in setting the vision, developing strategy on a broad scale and building support among diverse audiences
- A highly developed capacity to build and convey the “big picture” while inspiring and enabling others to identify the implications of this in their daily work
- High-level abilities and extensive experience inspiring and motivating others; building collaboration and co-operation within and across the Amnesty International movement and ensuring the systems exist to achieve delivery under pressure
- A track record of successful management (including of finances, people and resources) in a large and complex organization
- A proven ability to build, motivate and enthuse a senior team, and manage a matrix organization towards delivery of key goals, whilst also creating effective frameworks and measures for holding people to account
- Governance experience; advising and being accountable to an International Board
- Sophisticated understanding of organizations and effecting change
- In-depth knowledge of the processes and frameworks required to lead a movement
- The capacity to maximize the campaigning and advocacy of strong research-based work on a global scale
- Experience of driving innovation and digital transformation in campaigning
- Strong interpersonal, advocacy and communication skills with the gravitas, ability and presence to promote Amnesty International on all media platforms
- Exceptional networking, consensus-building and brokering skills at the highest level and the ability to build strong, open relationships across the international movement, helping it to grow, while ensuring strong accountability in resources
- A comfort with, and ability to engage personally in raising funds from foundations and institutions and developing relationships with key individual donors
- Relevant academic qualifications to a high standard; for example, in the areas of human rights and/or international humanitarian law; international relations; organizational development; social or political sciences
- Verbal and written fluency in English and in preferably one or more languages

*continues*





### Personal qualities

- An authentic commitment to Amnesty International's core values
- A thorough and demonstrable commitment to principles of equality, diversity, fairness and transparency
- Clear professional commitment and motivation to be accountable; a leadership style that encourages the receipt and giving of performance feedback
- A proven ability to work under extreme pressure and personal stress including the ability to cope with deadlines, multiple tasks, and competing demands
- Willingness to undertake frequent and extensive international travel for high-level representational purposes that generates significant out-of-hours commitments all year round

### Equality statement

Equality and diversity is at the core of our values and 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.



# TERMS OF APPOINTMENT

## Conflict of interest

In applying for this role, candidates must declare any:

- 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 Amnesty International's principles (specifically independence and impartiality)
- Circumstance or issue that may raise a security concern
- Other matters that might prevent the carrying out of key functions of this role

## Appointment process and how to apply

Amnesty International wishes to have confirmed the appointment of its next Secretary General by the end of the 2017 calendar year.

The Selection Committee, comprised of members of Amnesty International's International Board, is being supported in the recruitment process by Perrett Laver, who are conducting an executive search exercise alongside the public advertisement of this post.

To apply, please upload an up-to-date curriculum vitae (including comprehensive details of key achievements and responsibilities) along with a covering letter summarizing motivation in applying, addressing the role description and personal qualities outlined in this document to [www.perrettlaver.com/candidates](http://www.perrettlaver.com/candidates), quoting reference 3126. Applicants are asked to provide full daytime and evening contact details.

**The closing date for applications is Tuesday 26 September 2017.**

Perrett Laver will meet with the Selection Committee to agree upon a longlist of candidates. Longlisted candidates will be invited to discuss the role and their candidature further with Perrett Laver during October.

The Selection Committee will subsequently meet with Perrett Laver to agree the shortlist of candidates who will be invited to further interviews.

The final interviews and assessment exercises will take place in London during the second half of November and early December 2017, with a view for a managed transition to occur to take up the role in July 2018.

The role is based in the London International Secretariat office.





[amnesty.org](https://www.amnesty.org)

