POSITION PROFILE

Director, Campaigns
Mozilla Foundation
Location Flexible
Established in 2003, and guided by the Mozilla Manifesto, the Mozilla Foundation believes the Internet is a global public resource that must remain open and accessible to all. Mozilla’s mission is ambitious: making the health of the internet a mainstream issue. It is also vital: as centralization, surveillance, exclusion, and other online threats proliferate, we need a movement to keep the web a global public resource. Mozilla’s programs operate at different scales and locations around the world, fueling the movement for a healthy Internet.

In 2020, the Mozilla Foundation launched a multi-year investment strategy focused on advancing ‘Trustworthy artificial intelligence’ globally. As AI is dramatically changing our online lives, we seek to ensure that AI improves human experience through designing AI systems that allow for user agency and hold companies accountable for its results. Our approach to Trustworthy AI and an outline of our Theory of Change is described in greater detail here. The Foundation is also the sole shareholder in the Mozilla Corporation, the maker of Firefox and other open-source tools. Mozilla Corporation functions as a self-sustaining social enterprise – money earned through its products is reinvested into the organization.
Mozilla Foundation is seeking a Director, Campaigns (Director) to lead a team that designs and implements impactful, multi-year advocacy campaigns resulting in meaningful changes to consumer technology products and tech policies in line with our ‘Trustworthy AI’ theory of change. Public and political attention to the failures of technology, including artificial intelligence, has increased in recent years. Yet, people around the world are still waiting for the systemic and substantial changes they seek. What will precipitate real change? We believe sustained, strategic advocacy campaigns are a key missing ingredient to improving technology in the public interest.

Since launching its advocacy practice in 2017, we have developed a unique and impactful approach to advocacy that leverages our unique global brand, expert technical knowledge, strong credibility among policymakers, and deep collaborations with civil society. The Mozilla Foundation is seeking a Director with deep expertise in public interest campaigning who is excited to hone and grow Mozilla’s advocacy practice in the years to come.

The Director, Campaigns will manage a globally dispersed group of Advocacy Leaders who are developing multi-year campaigns that leverage strategic communications, research + investigations and supporter engagement to increase the transparency of AI systems, mitigate AI bias and harms, and protect consumer data. While these topics are new and emerging, the Director will draw upon their wealth of knowledge of advocacy campaigning to develop strategic, fit-for-purpose campaigns that lead to substantial changes benefitting people.

Reporting to the SVP, Advocacy, the Director will join an established, talented advocacy leadership group including the Senior Director, Communications + External Relations and Director, Digital Engagement. These Directors will work closely together to design and coordinate the implementation of large-scale, global advocacy projects.
AS A RESULT OF THEIR WORK, MOZILLA WILL:

- Improve the trustworthiness of AI systems in consumer technology products globally.
- Secure key changes in tech policy that make systemic improvements to AI globally.
- Increase the global relevance, urgency, and public support of key ‘trustworthy AI’ topics.
- Further establish Mozilla as a leading, authoritative voice on ‘trustworthy AI’ and ‘internet health’ topics.
- Develop relationships with key civil society organizations in our issue space and others.
- Establish effective, strategic collaborations with other civil society organizations and public interest entities.
- Engage our global supporters in unique and impactful ways as a means to win product and policy changes.
- Educate and engage an increased number of global consumers on topics related to trustworthy AI.
- Be recognized as a leader in public interest advocacy, with an approach that is relevant across a wide variety of issue contexts.
- The core responsibilities of the Director, Campaigns include, but are not limited to the following:
  - Develop a multi-year, global advocacy campaigns plan to advance our ‘trustworthy AI’ theory of change.
  - Support the Advocacy Leads in developing campaigns that are regionally relevant, strategic, and add up to ‘more than the sum of their parts.’
  - Develop and drive effective team-wide strategies in collaboration with the Senior Director Comms/External Affairs, and Director of Digital Engagement.
  - Continually reflect on and improve our advocacy practice and approach to campaigns with a data-informed approach.
  - Lead and manage a globally dispersed team of four, with significant opportunities for growth in the coming years.
  - Serve as a leader, along with fellow Directors and SVP, of the full Advocacy team.
  - Represent Mozilla Advocacy at key external events and in the media.
  - Create and manage team budgets with impact and financial responsibility as key priorities.
  - Adhere to the Foundation’s obligations and limits as a 501c3 organization.
CANDIDATE PROFILE

The Director must be a strategic and creative thinker who is passionate about driving action and impact with and for people. They should have experience at a world-class advocacy organization or social-good company leading teams that drive meaningful change in the world. While experience in technology issues and organizations is not required, a genuine excitement and interest in developing expertise and driving impact in technology that supports the public interest is essential. The Director must have demonstrated experience in developing effective internal and external collaboration in fast-paced, evolving organizations/external environments. An ideal candidate would have experience leading global advocacy campaigns or have worked in a globally dispersed organization.

We are looking for someone who is eager to learn from the Mozilla Foundation team and chart a course forward that builds on their strengths and layers in new approaches over time. This role is well-suited for a creative thinker who is excited about the opportunities (and understands the potential challenges) of leading advocacy efforts within a unique environment like Mozilla.
STRONG CANDIDATES WILL ALSO OFFER:

- A passion and commitment to the Mozilla Manifesto and the Mozilla Foundation mission to protect and ensure an open and accessible Web for all.
- A clear track record with both strategy development and execution.
- A natural drive to develop campaigns that include mobilizing people at the core.
- Experience working on large-scale advocacy campaigns and initiatives in different regional contexts.
- Deep and demonstrated commitment to working with and leveraging networks or large external constituent groups.
- A natural affinity for partnership and coalition building.
- Experience developing and operationalizing strategies with clear and measurable benchmarks; ability to utilize data-driven decision-making to iterate during strategy implementation.
- Excellent people management skills with ability to coach and develop high-performing teams; experience managing remote teams a plus.
- Strong marketing and communications experience, specifically in digital storytelling.
- High level of cultural competence and experience working across cultures is essential.
- Capable spokesperson and communicator with ability to translate the mission to a wide array of audiences.
- At least seven years of senior management experience within a globally focused advocacy organization.
COMPENSATION & BENEFITS

The Mozilla Foundation is dedicated to fair and equitable compensation for our staff. We aim to pay a competitive and market-based salary that takes into consideration the responsibilities and requirements of the role. We do not ask for or take into account salary histories in our offer process.

The base salary ranges, along with mid-point, for this role in each of the key countries in which we employ staff is listed below. We target the 75th percentile of market pay as a salary band midpoint for all levels, with 10% either side of the midpoint to create a salary range.

- Germany: €113,691 - €138,956 (mid-point: €126,323)
- UK: £75,760 - £92,596 (mid-point: £84,178)
- Canada: $127,567 - $155,915 (mid-point: $141,741)
- US: $136,800 - $167,199 (mid-point: $151,999)
- Inner London: £82,578 - £100,929 (mid-point: £91,754)
- Toronto: $137,644 - $168,232 (mid-point: $152,938)
- New York: $151,573 - $185,256 (mid-point: $168,415)

Mozilla Foundation offers the following benefits:

- Health, Dental, and Vision Insurance
- Life Insurance + Accidental Death & Dismemberment
- Short-Term Disability and Long-Term Disability
- Employee Assistance Program (EAP)
- Retirement Plan contributions
- 20 Paid Time Off days per year (prorated) + your birthday
- Company Holidays + Shutdown
- Wellness budget
- Professional Development budget
- Top up program for Maternity and Parental leaves

Benefits are subject to change at any time at the discretion of Mozilla Foundation.
Koya Partners, the executive search firm that specializes in mission-driven search, has been exclusively retained for this engagement. Turner Delano and Christian Mora of Koya Partners have been exclusively retained for this search. To express interest in this role please submit your materials here. All inquiries and discussions will be considered strictly confidential.

Koya Partners is committed to providing reasonable accommodation to individuals living with disabilities. If you are a qualified individual living with a disability and need assistance expressing interest online, please email NonprofitSearchOps@divsearch.com. If you are selected for an interview, you will receive additional information regarding how to request an accommodation for the interview process.

Mozilla Foundation is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ+ applicants.

About Koya Partners

Koya Partners, a part of Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients. Our founding philosophy—The Right Person in the Right Place Can Change the World—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world.

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