

Job Description for the “International Campaign Management Director” (ICMD)

The numerous tasks that must be performed to ensure the success of foodwatch International cannot be managed with the current human resources situation. Therefore, these tasks and responsibilities, which have up until now been divided between the International Executive Director (IED) and International Campaign Director (ICD), will from now on be distributed among three positions (the IED, ISD and ICMD).

The International Campaign Management Director (ICMD) is responsible for the planning and operational implementation of all international campaigns on the basis of the campaign strategy developed by the International Strategy Director (ISD) and in strategic coordination with the ISD. This individual is also responsible for the dissemination of the international campaigns through the media, using all of foodwatch’s communication channels. She/he organises campaign and planning workshops and oversees both the content and budget of the international campaigns.

Together with the ISD, she/he ensures that the discussions required for the achievement of foodwatch’s strategic objectives take place on a regular basis and is responsible for the ongoing strategic development of the campaign team.

1. PositionTitle: International Campaign Management Director (ICMD).

- Department: foodwatch International Unit/foodwatch e.V.
- Reports to the International Executive Director (IED).
- Works closely with the International Strategy Director (ISD).
- Staff: functional responsibility for the International Campaign Coordinators (Administrative responsibility remains with the national offices).
- Serves as a member of the Executive Directors Committees (EDC) for all issues that are relevant to planning, management, coordination of international campaigns, etc.

2. Key Responsibilities

The ICMD discharges the following responsibilities in cooperation/consultation with the National Executive Directors/National Campaign Directors and the ISD:

- The ICMD is responsible for the planning, implementation and coordination of international campaigns.
- The ICMD is responsible for the development and the implementation of the campaign planning, campaign management processes and organizing workshops.
- The ICMD contributes to the development of the international campaign strategies.

- The ICMD is – in collaboration with the national Campaign Directors - responsible for the international project team’s management and cohesion.
- The ICMD is responsible for the implementation of the communication strategies for the international campaigns.
- The ICMD is responsible for the dissemination of the international campaigns through the media, using all of foodwatch’s communication channels.
- The ICMD is responsible for the updating and maintaining the content of the international website of foodwatch.

3. Budget

- The ICMD has budgetary responsibility for the international campaigns i.e. for the budget of joint international activities of the foodwatch offices and, in cooperation with the National Campaign Directors, for the portions of the national-office budgets that are reserved for international campaigns/projects.
- The ICDM will put together International Campaign Budgets, monitor and – in collaboration with the international financial controller – report on all international campaign budgets.

4. Duties

4.1. Campaign and Political Activities

The ICDM will:

- Develop and implement a planning cycle for foodwatch’s international campaign work.
- Develop and implement the campaign planning and campaign management procedures for the international campaigns.
- Monitor the content of the foodwatch International website and ensures that this content is kept up to date.
- Organise and monitor the effective exchange of information regarding campaign and political activities within the foodwatch organisation in order to maintain a consistent level of information and to avoid the duplication of work.
- Ensure the implementation of agreed communication strategies for foodwatch’s international campaigns.
- Monitor the international campaign budget on the international and national level.

4.2 Teamwork/Human Resources/Conflict Resolution

The ICMD will:

- Appoint the international campaign coordinators (in consultation with the ISD, National Campaign Directors).
- Have consultative rights with respect to the appointment/dismissal of campaigners and campaign directors at the national offices.
- Work together with the ISD and in collaboration with the National Campaign Directors to form and train a global foodwatch campaign team, composed of all campaigners within foodwatch, which executes the foodwatch campaigns at an excellent level. To this effect the ICMD and the ISD will jointly develop and implement training programmes and tools for the campaigners.
- Work closely with the ISD in all overlapping areas of responsibility and activity. In those cases the ICMD and the ISD seek consensus. If consensus cannot be achieved, the IED will make the final decision.

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