Appointment of DIRECTOR OF RESEARCH
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, 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 – 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 research, policy and advocacy and the credibility inferred by 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**

In the last few months, as the global pandemic has unfolded the benefits of an open and accessible web have only sharpened. For governments, it has been central to managing the crisis and keeping the economy moving. For many people, it has been a lifeline enabling them to access vital health information and keep working as well as connected to their families and loved ones. For many others - the half the world’s population who do not have access to the web - this lifeline does not exist.

Most of the unconnected are marginalised populations in low and middle-income countries, and most are women. And while we are proud that we have enabled so many more to get online, we will continue to work tirelessly on affordability and accessibility so that many more of the unconnected can enjoy the benefits of the web.

At the same time, the web is under pressure in many other ways; the power to access news and information from around the globe is being manipulated by malicious actors; online harassment is rampant and governments are increasingly censoring information online – or shutting down the internet altogether; and we’ve lost control of our personal data and that data is being weaponised against us. This is leading to an increasingly negative view of the web.

The Web Foundation exists to tackle these issues and rigorous research (with all methodologies and data sets published) is the foundation for all our work. It is this evidence base which helps direct what we do, shapes our policy positions and giving us authority and influence among global decision makers. Our currently 15 research programmes help us understand the issues, their drivers and the help us identify solutions. This research is, among much else, enabling us to shine a light and shape policy on issues such as the digital gender divide, meaningful connectivity and data protection.

This role, therefore, is strategically central to what we do and at the heart of the Foundation’s leadership. Reporting to the CEO, with a team of 4 and budget of around $800K, the Research Director will be responsible for the development and delivery of the research strategy. This will include ensuring that the challenge of getting the unconnected half of the world online (SDG 9c) central to global policy debates, developing the evidence that women and girls have a different experience online and helping the research function to be nimble and able to respond to a changing external context.

To this end, we seek a leader in technology research who has a strong understanding of policy and how research can be applied. You will have strong relationship building skills as you create partnerships with universities, civil society organisations, companies and government agencies especially in the Global South. Adept at working remotely, you will be a highly effective manager of a small, globally dispersed research 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, 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

Design and implement a research program of the highest quality, overseeing the planning and delivery of robust and impactful research across the whole organization as a tool for policy change. Manage the development of a powerful evidence base and work closely with the Policy and Comms teams to ensure our messages get heard by the right people at the right time. Ensure the organization keeps abreast of cutting-edge issues related to the achievement of its mission.

RESPONSIBILITIES

Strategy and Planning (35%)

- Contribute to the development of WFs overall strategy and plan to promote the free and open Web through high-quality research, advocacy and campaigning.
- Monitor and assess opportunities to develop innovative research and analysis to influence policy at national, regional and global level.
- Identify and lead opportunities that contribute to the overall development and success of the Web Foundation's research programs at the global level, setting the Foundation's research agenda.

Research Leadership and Policy (40%)

- Lead the development and management of a research program to support policy change at the international, regional and national levels.
- Lead monitoring and evaluation activities, including the development of a framework and supporting tools to capture results and build the evidence for the achievement of outputs, outcomes, and whenever possible, impact.
- Lead the thinking and identification of future research areas related to the organization’s mission, making space for innovative and creative approaches.
- Direct research and analysis activities, including primary research needs, towards the development of flagship reports and other research deliverables across the Foundation initiatives, including A4AI.
- Incorporate consultative methods into the design and implementation of the research program.
- Support and guide on-going research efforts and contribute to the development of country and thematic case studies and local stories.
- Manage and coordinate research consultants, interns, and, others involved in research activities, and build an effective and searchable WF research community.
- Write concise and compelling briefing papers, advocacy letters, presentations, blogs, etc.
- Work with the communications director to support the crafting of compelling messages for media and other audiences.
- Ensure research deliverables are of the highest quality and produced timely.
- Lead the development and management of the Foundation’s Research Policy and ensure compliance.
- Ensure the Foundation’s and A4AI activities are properly coordinated.
Outreach and Partnership Development (15%)

- Lead work to identify and cultivate potential research partners for WF at national, regional and global levels.
- Identify and build relationships with key organizations who become key partners in disseminating and applying the findings of WF research.
- Position WF as a supportive and trusted partner to international and national level stakeholders.
- Represent WF and act as a public spokesperson on behalf of WF – representing our positions to the media, at conferences and other external events.

Governance and Fundraising (10%)

- Collaborate with the CEO and A4AI ED to prepare for donor and partner meetings and contribute to and attend these meetings when required.
- Support the CEO and A4AI ED in cultivating potential major donors.
- Assist with the preparation of high quality reports to donors and the A4AI Advisory Council.
PERSON SPECIFICATION

• At least 5-7 years experience leading research and analysis in an ICT policy context for an international organisation or firm, with increasing levels of responsibility for strategy development.
• Knowledge of telecommunications policy in low and middle income countries, and a good network of contacts in the ICT sector research community.
• Track record of managing complex and applied research projects.
• Demonstrated networking and coalition-building skills and experience of driving agendas through consensus-based, multi-stakeholder processes.
• Proven writer and communicator, able to present difficult concepts in clear, simple spoken and written English.
• High capacity for work output in order to meet tight deadlines and multiple priorities.
• Ability to travel frequently
• Ability to apply concepts of gender and poverty analysis in policy work.
• Proficiency with quantitative and qualitative research methods as well as advanced statistical analysis
• Experience of living and working in low and middle income countries.
• Experience of people management.
• Fluent in one major world language in addition to English.
TERMS AND CONDITIONS

The role is full time and permanent. Offices exist in London and Washington DC but most of the team work from home. The location for this role is flexible and it may be home based, with travel of circa 20%.

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).

HOW TO APPLY

Applications should be sent by email to Sam Stephens at sam.stephens@macaulaysearch.com

The closing date for applications is 3rd June 2020.

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 in the w/c 29th June. You can expect to hear from Macaulay Search by 24th June if you have been invited for interview.