

POSITION AND CANDIDATE SPECIFICATION

THE SKOLL GLOBAL THREATS FUND

CHIEF ADVOCACY OFFICER

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Sydney
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POSITION SPECIFICATION

Client Organization

Jeff Skoll's childhood dream of making a significant difference in the world is coming to fruition through the launch of the Skoll Global Threats Fund.

As founder and chairman, Skoll launched this organization in April 2009 to tackle the world's most pressing issues. With Dr. Larry Brilliant as President, the Skoll Global Threats Fund has a mandate to drive large-scale global change on the most critical issues facing mankind. The new organization will skillfully identify and support innovative high-impact initiatives to combat climate change, water scarcity, pandemics, nuclear proliferation and Middle East conflict.

In the next several months, the Skoll Global Threats Fund will develop its strategy and investment approach, leveraging the Skoll Foundation's programmatic expertise and operating infrastructure.

The Skoll Global Threats Fund has headquarters in Northern California.

About Jeff Skoll

Jeff Skoll is a philanthropist and social entrepreneur. As founder and chairman of the Skoll Foundation, Participant Media and the Skoll Global Threats Fund, he is bringing life to his vision of a sustainable, peaceful and prosperous world.

In April 2009, Jeff founded the Skoll Global Threats Fund, naming Dr. Larry Brilliant as president. The organization is focused on developing solutions to the most pressing challenges facing our world today, including climate change, water scarcity, pandemics, nuclear proliferation and Middle East conflict.

Jeff founded Participant Media in 2004 to create entertainment that inspires and compels social change. Participant's films include An Inconvenient Truth, Food, Inc., Darfur Now, The Kite Runner, The Visitor, The Soloist and The Informant!

In 1999, Jeff launched the Skoll Foundation. It quickly became the world's largest foundation for social entrepreneurship, driving large-scale change by investing in, connecting, and celebrating social entrepreneurs and other innovators dedicated to solving the world's most pressing problems.

Born in Montreal, Jeff later moved with his family to Toronto. He received a Bachelor's degree in Electrical Engineering from the University of Toronto. Jeff later earned his MBA from the Stanford Graduate School of Business; then harnessed his skills as the first

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President of eBay.

Jeff's recent honors include Time Magazine's 100 People of the Year (2006), Wired Magazine's Rave Award (2006), Business Week's list of most innovative philanthropists (2002 through present), and earlier this year, the Producers Guild of America's Visionary Award and Global Green USA's Entertainment Industry Environmental Leadership Award.

About Dr. Larry Brilliant

Larry Brilliant served a three-year stint as the first executive director of Google.org, the company's philanthropic arm, before becoming Google.com Vice President and chief philanthropy evangelist.

Larry is an M.D. and M.P.H., board-certified in preventive medicine, epidemiology and public health. He was one of a four-person international team that led the successful World Health Organization smallpox eradication program in India and South Asia. He later founded the Seva Foundation, which works around the world to eliminate preventable and curable blindness. Seva's projects have given back sight to nearly 3 million people.

Larry co-founded The Well, a pioneering virtual community, with Stewart Brand in 1985. He also holds a telecom systems patent and has served as CEO of public and venture-backed technology companies.

Earlier in his career, he was a professor of international health and epidemiology at the University of Michigan. He has authored two books, including *The Management of Smallpox Eradication in India*, and dozens of scientific articles on infectious diseases, blindness and international health policy.

His recent awards include Time Magazine 100 People of the Year (2008), UN Global Leadership (2008), TED Prize (2006), Peacemaker Award (2005) and International Public Health Hero (2004). Larry worked in India for WHO for more than 10 years on smallpox, blindness and polio. His polio work led him to create the idea for a documentary, *The Final Inch*, which was nominated for an Oscar in 2009. He volunteered as a "first responder" for CDC's bio-terrorism effort after the anthrax attacks and as a medical doctor in Sri Lanka and Indonesia after the tsunami.

He currently chairs the National Bio-Surveillance Advisory Subcommittee, created by Presidential directive. Larry was elected to membership in the Council on Foreign Relations in 2009. He sits on the boards of the Skoll Foundation and several other nonprofits.

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Position Summary

This is an extraordinary opportunity to shape policy and communications around humanity's greatest problems, which have the potential to bring humankind to its knees.

As Chief Advocacy Officer, there are few stronger platforms from which to commit a singular focus and have a significant impact on critical issues like water shortages, nuclear proliferation and climate change. With primary responsibility for both the strategy, content and global communications that will influence public awareness and policy development, the Chief Advocacy Officer will work closely with Larry Brilliant to develop and lead the Fund's approach to domestic and international engagement through state-of-the-art media and marketing campaigns, leveraging of public awareness, and legislative influence.

Please submit all inquiries, nominations and applications to SUTFAdvocacy@spencerstuart.com.

Key Relationships

Reports to:	Dr. Larry Brilliant
Direct reports:	Team to be built
Other key relationships:	Skoll Foundation Chairman and Founder, Jeff Skoll Skoll Foundation CEO, Sally Osberg Private and Public Foundations Government Agencies NGOs and other multilateral organizations Private Sector

Major Responsibilities

- Develop the policy agendas for the fund – global policy through international bodies and domestic policy through US government
- Build an advocacy team that will establish and maintain an effective and influential network for the Skoll Global Threats Fund to pursue its philanthropic and lobbying activities
- Develop and execute external communication strategies that define the Skoll Global Threats Fund messages, advance its priorities, and determine the best interactive technologies to convey these messages consistently and effectively

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- Understand and prioritize the issues and opinions of politicians, legislators and policy makers in the US and globally as they impact or present opportunities for the Skoll Global Threats Fund
- Develop marketing campaigns and external communications designed to educate the public about urgent threats to humanity and raise support for efforts to address these threats
- Manage state-of-the art media campaigns designed to reach multiple audiences
- Measure the effectiveness of advocacy specific campaigns by identifying performance indicators and monitoring campaign progress
- Ensure the management team, Board members and other key communicators have the skills and tools necessary to advance top priority initiatives

CANDIDATE SPECIFICATION: KEY SELECTION CRITERIA

Ideal Experience

The Chief Advocacy Officer will be a policy and advocacy veteran and an outstanding communicator at all levels as well as a passionate spokesperson for global threats and the importance of focusing our attention on the most critical social and environmental problems facing humanity.

As chief strategist and architect of the Fund's global campaigns, the Chief Advocacy Officer of the Skoll Global Threats Fund will have expertise in the following areas:

- Extensive experience as a communications and marketing strategist with recognized performance in successfully implementing and managing advocacy and communication campaigns
- Engaging relevant stakeholders across the public, private and social sector
- Government affairs, issues management, and corporate communications functions
- Exposure to foreign relations
- Demonstrated ability to influence at the highest levels of government and private sector
- Articulating a point of view that is balanced, fair and objective across a range of work that entails consideration of complex cultural and geographic challenges
- Balancing and reconciling competing interests; demonstrating a "strong strategic center;" and pushing back, when appropriate, to define the strategy and execute the plan that is both in the best interest of the Fund and greatest benefit to the cause
- Managing expectations using a data-driven approach to shape messaging and reason
- Information gathering and disseminating on arising relevant issues

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Critical Competencies for Success

Communication and Marketing: In a startup environment, serve as an influential spokesperson for the Skoll Global Threats Fund by:

- Appropriately leveraging advocacy opportunities across all the Skoll entities – Participant Media, the Skoll Foundation and Capricorn Investment Group;
- Producing and circulating external communications and other intellectual capital on the Fund's efforts at a regional, national and international level;
- Serving as an influencer and advisor through innovative and strategic media outlets in new and existing markets; and
- Maintaining and cultivating appropriate relationships with the public and private sectors, local and national communities, government entities and the international media to advance the Fund's goals, initiatives and objectives.

Policy Development: The Chief Advocacy Officer will work aggressively to change public consciousness and develop public will and policy around a series of critical threats facing the planet. Given the global nature of this role, she/he will do this by:

- Being well versed in current and developing issues and risks globally, anticipating future challenges and collaboratively developing strategic plans to meet these problems;
- Strategically addressing emerging issues, working collaboratively with appropriate parties, mapping out and communicating potential implications and risk and developing necessary action plans;
- Acting persuasively, but also being a good listener, taking into account various cultures and practices and adapting strategy as necessary to address local markets; and
- Exhibiting the confidence, ability and intellectual horsepower to navigate through potential barriers and complex issues that threaten to impede the forward momentum of global responses to global threats.

Other Characteristics

- Ability to understand and anticipate political policy landscape
- Excellent public communication and highly persuasive influence skills
- Well developed ambassadorial skills given the nature of the role and the need to represent the sector at senior levels with many external constituencies
- Extensive professional networks

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- Technologically savvy, conversant with electronic media and emerging communications technologies
- Commitment to the pursuit of collaborative solutions toward the elimination of urgent threats facing humanity
- Ability to manage complex workloads and work to deadlines
- A sense of perspective and humor – dealing with global threats can create despair if not balanced by a sense of perspective and humor