Position Report

POSITION TITLE	**GM Public Participation**
DEPARTMENT	**Public Participation**
POSITION HOLDER	
MANAGER'S TITLE	**PRESIDENT**
POSITIONS REPORTING TO POSITION	**Manager ALAC** **Director of Communications**
POSITION HOLDER'S SIGNATURE	
MANAGER'S SIGNATURE	
PREPARED BY	ICANN
DATE	October 2003

PART A: POSITION PURPOSE

The key purpose of this role is to ensure active and positive participation in the ICANN process by Internet stakeholders including end users. This will be achieved through well designed and implemented marketing strategies to reach desired audiences and building relationships with stakeholders and the media to ensure a positive and accurate perception of ICANN.

PART B: KEY RESULT AREAS AND KPI's PERFORMED

- Identify the **Key Result Areas (KRAs)** (the main responsibilities) of the position.

- A **weighting out of 100%** has also be given to indicate how much of an

  importance the KRA has in the position.

These KRAs will form the base of the Performance Plan that is to be developed for the incumbent of the position. Each element of the performance plan will have explicitly defined goals attached in terms of **time, quality and delivery outcomes**.

The four Key Result Areas for this position are:

- **Public Participation Strategy   40%**

- **Marketing Strategy   30%**

- **Media Strategy   20%**

- **People Management   10%**

Each Key Result Area is further detailed on the following pages

Public Participation Strategy   **Weighting**   **40%**

Responsibilities to be completed in a timely and accurate manner

- Develop a Public Participation strategy designed to improve participation in ICANN by the global Internet community
- Implement the Public Participation strategy to meet goals in the time frame agreed with the President
- Determine effectiveness of public participation programs and prepare reports for the executive team on their effectiveness and any corrective actions proposed
- Oversee ICANN's work with the At Large Advisory Committee
- Work with the GM Technical Operations and the Webmaster to ensure that the ICANN website meets the needs of ICANN stakeholders and the general public
- Ensure that ICANN remains accessible to stakeholders through efficient and effective forums, and other appropriate mechanisms.

Marketing Strategy   **Weighting**   **30%**

Responsibilities to be completed in a timely and accurate manner

- Develop ICANN's marketing strategy to meet corporate objectives
- Design, oversee and evaluate market research and adjust marketing strategy to meet changing market and conditions in each region.
- Work with executive team and other ICANN staff as appropriate to develop a master plan for marketing collateral
- Manage ICANN staff and where appropriate works with outside agencies to produce marketing collateral
- Determine best use of demographic data and other profiles to identify desired target audiences and directs appropriate campaigns on that basis.
- Determine best choice of media vehicles based on reviews and experience
- Design and implement a range of targeted marketing campaigns and initiatives to meet targets identified in the marketing strategy
- Present final editorial authority on all ICANN related marketing material, including all media elements, such as text, graphics, animation, video, audio, and sound effects.

Media Strategy   **Weighting**   **20%**

Responsibilities to be completed in a timely and accurate manner

- Manage development of media strategy by the Director of Communications so that ICANN successfully targets media in each region
- Act as subject matter expert, delivering content and research provided by the Director of Communications to appropriate audiences on ICANN issues and strategies that are of interest and impact on stakeholders
- Approve media and publication schedules.
- Develop key working relationships and a strong presence with relevant media in key markets nationally and internationally.
- Oversee corrective actions taken where ICANN is misrepresented by media
- Supervise the implementation of the corporate media plan on behalf of ICANN
- Participate in decisions on editorial policy with the Executive team to recommend topics and positions to be taken by publication on specific public issues.
- Oversee analysis of data pertaining to the performance of ICANN in the media, using benchmarking and trend analysis to report on regular progress and implements actions that improve results
- Approve and monitor plans to continue information flow to outside stakeholders in the event of a disaster, such as a major power outage, fire, earthquake, hurricane, flood, or other event that interrupts normal ICANN operations.

People Management   **Weighting**   **10%**

Responsibilities to be completed in a timely and accurate manner

- Recruit, manage, coach and support direct reports and monitor development of the Public Participation team

PART C: SKILLS, EXPERIENCE, KNOWLEDGE AND QUALIFICATIONS

Competencies (skills)

- Ability to effectively present information to top management, public groups, and/or boards of directors.
- Ability to work on a strategic level in coordination with the rest of the Executive Team
- Ability to manage brand in a global context
- Ability to develop and implement innovative marketing strategies to reach a broad cross section of stakeholder groups and individuals
- Ability to coordinate professional employees in technical and operational aspects of their work
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of instructions and deal with several abstract and concrete variables.
- Ability to present an unbiased and professional view on behalf of the organization
- Ability to plan, prioritize and implement projects and activities with accuracy
- Ability to communicate clearly and concisely in multiple formats to a multi-cultural audience
- Ability to read, analyze, and interpret common technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.

Personal Attributes

- Demonstrated leadership applied in a cross-cultural environment
- Ability to co-operate and work as part of a team
- Tolerance for stress
- Ability to manage multiple tasks at the one time, organized
- Adaptability/flexibility (work hours, ability to prioritize)
- Ability to review practices to find more efficient and effective ways to work
- Comfort in dealing with multiple cultures and time zones that are part of an international organization
- A high level of interest and /or experience in the IT sector

Experience/Knowledge

- At least 10 years' experience in high level strategic marketing roles, including significant experience with brand management, preferably in an international organization
- Proven track record of successful delivery of significant international marketing campaigns
- Experience in interactive media
- Experience in the field of international media and communications
- Exposure to Internet and/or communications based organizations an advantage

Qualifications

- Bachelors degree or equivalent in Marketing, Communications or a related field
- Postgraduate qualifications an advantage

PART D: COMMITTEES/PANELS/TASKFORCES

- Most ICANN constituencies, task forces, and interest groups

PART E: KEY CONTACTS
Internal

- Executive team
- ALAC
- ICANN Board

External

- Communities of Internet end users
- Stakeholders in the Internet community, including the technical community
- DOC
- Media
- External agencies assisting with marketing programs

End