



Job Advertisement

People Vs BigTech Executive Director

This is a very exciting and unique opportunity to take a leadership position in a highly impactful European movement working to make technology work for people over profits. We are looking for someone with the experience, energy and motivation to take People Vs Big Tech (PvBT) through its next stage of evolution and impact.

ABOUT PEOPLE VS BIG TECH

People Vs Big Tech is an open movement of civil society organisations and concerned citizens working together to challenge the power and abuses of Big Tech. Our mission is to ensure today's tech titans and their legions of lobbyists are not allowed to be the dominant designers of tomorrow's technology regulations. We do this by distilling key enforcement priorities in European regulation, capitalising on moments for targeted action, and seizing opportunities anywhere for people-powered mobilisation in the fight to increase public and political support for Big Tech accountability.

Set up in June 2021, we have fought hard and helped to secure major legislative victories in the Digital Services Act (DSA), supported Nobel Laureates Maria Ressa and Dmitry Muratov to develop a 10-Point Plan to address our information crisis, launched a campaign to Break up Big Tech and coordinated tens of rapid response actions when we see governments and Big Tech companies threatening to trample on people's rights. We are a decentralised movement united by our founding [Declaration](#) and the strategic priorities captured in our 2025 Action Plan, which was co-created with our movement members.

If you are passionate about driving genuine, structural changes in our information sphere, building inclusive movements across borders, and making sure technology works for people over profits, we would love to hear from you!



Responsibilities

- Provide strategic leadership to the movement, from prioritisation of campaign opportunities to overseeing the design of collective campaigns and mobilisations;
- Lead on an ambitious strategy to influence EU institutions and member states, providing subject-matter expertise on specific campaign opportunities, ensuring policy coherence, and where needed getting involved in the delivery of campaign activities;
- Lead on the strategy development process for future People vs Big Tech Action Plans;
- Support PvBT's movement building, participate in the People s Big Tech movement Steering Group, and ensure information-sharing and coordination happen across the movement in a responsive, collaborative and timely manner;
- Manage a small team that makes up the PvBT core team and recruit new team members or consultants as required;
- Support Ctrl+Alt+Reclaim, Europe's first tech justice youth movement which PvBT is incubating, through providing strategy, campaign and policy advice, movement building and fundraising support;
- Represent PvBT in civil society spaces, policy forums, the media and beyond, helping to identify opportunities, foster collaborations and catalyse collective actions;
- Identify, enable, and support leaders from across the movement to act as spokespeople for People Vs Big Tech;
- Working in partnership with the movement, build and maintain a coherent brand identity for People Vs Big Tech on collective movement actions;
- Manage overall PvBT budget, finances and funder reporting, as well as other operational matters;
- Fundraise for PvBT's strategy and activities;
- Fulfill responsibilities as one of the directors of PvBT NewCo Ltd.

About You

- You understand how change happens in holding governments and companies to account – you understand how to analyse complex systems, including formal and informal levers of influence. And you understand how to build strategies to pull these levers and learn from the process and results.



- You are purpose-driven: You recognise the intrinsic and strategic value of working behind the scenes to lift and empower others and are driven by the understanding that “it is amazing what you can accomplish if you do not care who gets the credit” – (Harry S Truman).
- You bring people together: you have high emotional intelligence, you are inclusive, and you have demonstrated this in building strategic, impactful collaborations and unlocking collective action.
- You are flexible in how you think, imaginative in the campaign approaches and collaborations you propose, and open-minded about running with ideas coming from other people and partners.
- You are a team player and you are self-sufficient: you take the initiative in a fast moving environment and you are comfortable performing the full range of tasks necessary in a small organisation, from drafting text for coalition products to chairing video conferences.
- You are an expert connector and “translator”: you are adept at bridging between deep tech experts and policy wonks, campaigners and communicators, and across geographies and issue-areas, spotting synergies and opportunities for collective action.
- You are an expert in the tech justice field: you understand the complexities and nuances of tech policy and can communicate these confidently to different audiences and in different spaces.
- You are an experienced manager of people and organizations: you are highly comfortable line-managing teams, providing budgeting and financial oversight, fundraising and developing governance models.
- You have relevant connections across multiple geographies, ideally in Europe. These could be with potential collaborators, journalists, or engaged community groups.
- You are an experienced leader: you inspire the people who work around you, and you have shown you can strengthen the leadership of people who you manage or who are involved in campaigns you have led.

What we can offer you

- The unique opportunity to take on a leading position in a dynamic and ambitious movement, influencing the development of technology that serves people and society.
- A dynamic team of highly skilled professionals who combine their passion to make a difference with ambition and a rigorous and results-oriented approach to work.



- A flexible work environment and the space to shape and continuously develop your role.
- A full-time position based on a two-year contract.
- A competitive salary.

Salary

£85,000 per annum.

Location

Fully remote based in the UK or EU. We will not provide support for relocation. You must have the right to work in the EU or UK.

Only candidates with the right to work in their location will be considered.

Start date

As soon as possible.

How to apply

Please send your CV and a short cover letter (no more than 700 words) expressing your motivation for this role to info@peoplevsbig.tech and rasha@peoplevsbig.tech by **midnight (GMT) on 18 June**.

Recruitment timeline

Tests and interviews are expected to take place on the **week commencing 23 June**.