

## JOB PROFILE

<b>Job Title:</b>	Advocacy and Campaign Manager
<b>Place of Work:</b>	Islamabad(with extensive field visits)
<b>Reports to:</b>	Country Director
<b>Line management responsibility:</b>	Yes
<b>Budget Responsibility:</b>	Yes
<b>Child Protection Level:</b>	3

**Name and Signatures:**

**Date:**

**Name of Line Manager and Signature:**

**Date:**

**Job Purpose:**

To work with the Country Programme Team to support and communicate Programme activities both internally and externally and to provide technical assistance in terms of New Born and Child survival campaign, effective communication, advocacy and popular mobilisation.

**Key Accountabilities**

**A. Functional Responsibilities**

- Development of Media and Advocacy strategy for SC UK Pakistan Programme;
- Train SC UK Pakistan staff and partners on Advocacy and Popular Mobilization;
- Lead the development and implementation of the political and popular pillars of the Child Survival Campaign EVERYONE strategy in Pakistan, in collaboration with other staff and Save the Children Alliance members. To lead on national advocacy strategy development and implementation of other thematic areas of work as well;
- Provide strategic oversight to and ensure a strong media strategy to support our advocacy and policy work;
- Mobilise and manage internal and external financial and other resources to implement agreed advocacy strategies and plans; advise the country team on budgetary expenditures and requirements
- Support programme managers to mainstream the advocacy strategy into their programmes at the local level and to ensure a link between local and national advocacy and policy work;
- Lead Save the Children's advocacy in the event of a significant humanitarian disaster in Pakistan;
- Actively lobby for the changes in children's lives we are seeking through our advocacy and policy work;

- Lead the building of added strength to our campaigns through coalition building, effective networking and/or related activities;
- Lead and support the commissioning of high quality research in support of advocacy plans where necessary;
- Develop policy positions and manage the development of and sign-off on public communications materials linked to our advocacy work;
- Manage and supervise the communication and media coordinator;
- Provide support to the media and communication coordinator in developing human interest stories, press releases as well as reports;
- Build the capacity of civil society organizations to advocate for changes for children where needed, and when in line with the delivery of our advocacy strategy. Support capacity building for our staff on advocacy as necessary;
- Develop approaches to monitoring and evaluation/impact assessment of our advocacy work, and record our successes and key learning;
- Re-orient our strategy in the face of critical changes in the policy environment;

#### **B. General**

- Member of SLT;
- Represent the organization at internal and external forums;

#### **Knowledge, Skills & Experience Requirements**

- Masters Degree in Social Sciences preferably in mass communications with a minimum of five years of experience in communication, publicity and media work.
- Self motivated, hard working person who requires limited supervision;
- Able to work under pressure;
- Produce high quality work;
- Able to lead by example;
- Strong background in advocacy and campaigns work, including policy development and the ability to link programmes with advocacy and campaigns work;
- Sound understanding of the major economic, social development and poverty issues in Pakistan, preferably including an understanding of the global healthcare agenda, children's health and other rights;
- Prior experience in engaging the public in campaigns, including the ability to identify campaign able objectives within the policy changes we want, to plan campaign activities and evaluate progress;
- Superior information gathering and analytical skills;
- Diplomacy, tact and negotiation skills, sensitivity and judgment;
- Ability to liaise with represent Save the Children to a wide range of actors at country, regional and international levels;
- Excellent written and verbal communications skills;
- An understanding of the news media, including values and opportunities;
- Ability to manage, supervise and motivate staff;
- Ability to operate in a self-servicing environment;
- Believes in Save the Children's vision, organizational objectives & humanitarian principles;
- Willingness to travel;

**Child Protection - level 3**

**Level 3 – the responsibilities of the post require you to work directly with children or young people, individually or in groups.**

**Declaration**

I, ..... certify that I have read and understood this job description and I pledge to respect it along with the laws of this country, the SC\_UK Code of Conduct, Child Protection Policy, the Staff Regulations and the terms and conditions of the contract I signed.

NOTE: This document is subject to revision.