Call for Applications
(individual or organisations)

PUSH Campaign is seeking to hire for two roles:
Regional Advocacy and Community Coordinators
Africa and South-East Asia Regions
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Campaign Overview

The **PUSH campaign** will accelerate progress on reducing maternal and neonatal mortality, advance sexual and reproductive healthcare and rights (SRHR), address key barriers to women’s leadership in the global health workforce, and shift underlying gender norms that undervalue women’s rights, lives and work.

The campaign ASKS came out of an iterative consultation process that included midwives and key stakeholder from across sectors and regions who collectively agreed these asks were fundamental to achieving the overarching goal.

To achieve these goals the campaign will take a three pronged approach:

1. **Funding**: Connecting new and unexpected allies and donors, crowding in new voices and funding and establishing new partnerships to drive progress.

2. **Communications**: Launch a global communications effort to challenge gender norms and shift perceptions of midwives and their role in saving lives and protecting women’s rights.

3. **In-country Advocacy**: Create multi-stakeholder action coalitions in key countries - centering midwives as activists for women’s rights and health - and that build on existing efforts where possible, and deliver tangible, concrete policy and funding wins. This work will include targeted communications in a number of markets to support policy and technical advocacy.

The **International Confederation of Midwives (ICM)** currently hosts the PUSH campaign. ICM is an accredited non-governmental organisation representing midwives and midwifery to organisations worldwide to achieve common goals in the care of mothers and newborns. ICM supports, represents and works to strengthen professional associations of midwives throughout the world. There are currently more than 140 Members Associations, representing 120 countries across every continent.
Project Scope

To advance these goals, the campaign seeks to engage two regional campaign coordinators from countries within the Africa and South-East Asia regions in order to advance phase 1 of the PUSH campaign.

The country-based consultants will be responsible for the following workstreams in this phase:

**Build and manage in-country coalitions around PUSH among key stakeholder groups.**

This will include

- **Stakeholder mapping** Detail the key stakeholders in the region including but not limited to reach, impact, speciality and influence in the region and unlikely allies that we could engage and then advance this engagement. Should include MNCH orgs, gender community, donors, government and private sector and others.

- **Strategy for engagement.** Propose an in-depth strategy on how to engage with stakeholders identified via stakeholder mapping. Including but not limited to partnerships with local organisations, advocacy and communications tactics such as hosting regular virtual/in person meetings around the campaign, identifying opportunities to engage policy makers, building relationships with different stakeholders including women’s groups and an outline for what a regional forum will look like and who to invite to attend.

**Socialise the campaign within two regions**

This will include

- **hosting regional meetings** in Africa and South-East Asia to socialise the campaign among key groups,
- **disseminating evidence**, programmatic achievements and policy progress around midwifery within the regions
- **establishing the first two – three geographies** for advancing the campaign.

**Identify and Advance the campaign in two countries**

This will include

- **an evaluation of socio-economic and political environment** including opportunities and barriers to successfully implementing the PUSH campaign.
- **Identifying the priority asks** within 2 geographies through SMART advocacy workshops and stakeholder meetings with Midwife associations and other in-country partners.
- **Supporting in the development of longer term advocacy and communications plans** to advance these goals in-country - incl. budget.
- **Support in country advocacy efforts** to advance campaign goals
- **Report writing** and developing briefing materials
Project Timeline

Phase one of this project will run for 6 months culminating in the launch of the PUSH Campaign in Q3 2022. We will look to engage the same coordinators for phase 2 which will be planned and budgeted for in the coming months, in collaboration with the coordinators.

Requirements

Previous experience

- 5 years + experience working in advocacy in MNCH, global health and/ or gender space within the region of work
- Experience managing communities or partners and/or multi stakeholder initiatives
- Demonstrable understanding of the global health and gender policy and funding environment within the relevant region
- Familiarity with the key issues underpinning efforts to improve reproductive, maternal, newborn and child health
- Proven skills and experience of engaging large and diverse stakeholder groups, distilling emerging information, and directing the inevitably varied views towards clear and actionable recommendations
- Experience and expertise in report-writing, monitoring, results tracking and evaluation, particularly in the contexts of policy focused advocacy
- Extensive network and relationships with global health and gender organisations within the region
- Experience in the design and facilitation of workshops and stakeholder meetings, both in person and remote
- Experience and knowledge of midwifery is desirable
**Reporting requirements**

- Attending weekly virtual meetings with relevant team members and stakeholders
- Regular reporting to PUSH team members
- Providing advice, situational knowledge and guidance on campaign activities in the form of written briefs
- Reporting monthly on work delivered alongside invoicing
- Database of organisations and relationships built through this work
- End of project report on progress including challenges and successes

**Budget**

The budget for this work over the duration of 6 months for each of the respective regions is:

Africa: $18,000 USD (paid monthly at a rate of $3000 per month)

South-East Asia: $18,000 USD (paid monthly at a rate of $3000 per month)

The ideal applicant will work within a full time capacity of 40 hours a week

**Instructions to Applicants**

There are two roles and we will accept applications from both individuals and organisations who can demonstrate their ability to fulfil the requirements of the role.

For more information about the campaign you can review this recorded webinar held earlier in the year

Please apply with a CV and cover letter/proposal for how you will undertake the work. **We will accept applications from local organisations as well as individuals.**

Please submit your application no later than 17:00 CET on Monday January 30th, 2021.

Email for submissions of acknowledgement: GOC@internationalmidwives.org

In submitting your proposal, please ensure that in the Subject line of your e-mail you use: PUSH regional campaign coordinator

**END**