

HEAD OF ADVOCACY AND COMMUNICATIONS POSITION DESCRIPTION

Our Vision

ICM envisions a world where every childbearing woman has access to a midwife's care for herself and her new-born.

Our Mission

To strengthen Midwives Associations and to advance the profession of midwifery globally by promoting autonomous midwives as the most appropriate caregivers for childbearing women and in keeping birth normal, in order to enhance the reproductive health of women, and the health of their newborn and their families.

Purpose and Scope of the Position

The Head of Advocacy and Communications will operate at a strategic level; part of the Senior Leadership Team. This position requires both a visible and engaging leader who will have line management for staff. This will be challenging and highly rewarding leadership and management role at a time of significant growth for ICM.

The position holder will lead ICM's global advocacy programme and all ICM day to day communication activities. As a team leader, the position holder will play a key role with other colleagues in ensuring that ICM achieves its strategic goals and priorities on time and on budget. For the first six to nine months of the role, the position holder will receive support and strategic guidance from the current Head of Advocacy and Communications who will be transitioning into a new role.

This position is accountable to the Chief Executive for areas of responsibility falling within the role. The role also contributes to the overall leadership of ICM.

Role Specific Responsibilities

Reporting to the ICM Chief Executive, the position holder will be responsible for:

Senior Leadership Responsibilities

- Representing the needs of the advocacy and communications team members at the senior leadership level (as a member of the Leadership Team)
- Supporting the Leadership Team with organisation-wide team management and advising on the general direction of the organisation
- Creating a workplace setting that is conducive to ICM's values and mission

- Ensuring that staff members are aware, understand and embrace the standards and values of ICM
- Supporting the Leadership Team to implement ICM's strategic and operational plans, ensuring accountability to the plan
- Collaborate with the Leadership Team colleagues to work through complex key issues and problems to leverage opportunities and resolve issues
- Overseeing and allocating all budget lines dedicated to advocacy programming
- Providing the ICM Board with regular updates regarding the status and direction of advocacy and communications projects
- Preparing and submitting accurate project reports to external funders as per reporting requirements

Managerial Responsibilities

- Line managing a team of five advocacy and communications staff
- Conducting regular performance reviews with direct reports and guiding their professional development and growth within the organisation
- Onboarding new advocacy and communications team members
- Coordinating with contractors

Advocacy and Communications Responsibilities

- Leading the development of the annual and triannual advocacy and communications plans and holding team members accountable to activities and targets within the plans
- Conceptualising campaign concepts to generate awareness of midwives and midwifery and their contributions to the health and wellbeing of women and other birthing people, newborns, families and communities
- Directing and ensuring the success of ICM's advocacy programmes and initiatives, including advocacy e-learning, SMART Advocacy Workshops, Advocacy Assessment Tool and other future programmes
- Managing advocacy and communications components of ICM's relationships with partners and funders (ex. White Ribbon Alliance, Bill and Melinda Gates Foundation) and researching and facilitating opportunities to build new partnerships
- Consulting on the development and implementation of all advocacy and communications components of ICM's Young Midwife Leaders (YML) programme;
- Presenting to internal and external stakeholders about advocacy and communications projects as well as key issues facing midwives and the women and communities they care for
- Sourcing and contracting external consultants to support advocacy and communications projects and programmes
- Guiding team members to deliver advocacy and communications training to ICM staff, Board Members and other stakeholders
- Leading weekly advocacy and communications meetings and providing team members with guidance and feedback on projects and programmes

PERSON SPECIFICATION

The requirements for this position are as follows. These will be measured as part of the assessment and selection process.

Education & Qualifications

- Educated to higher degree-level or equivalent or comparable attainment by experience.
- Proven working experience within advocacy and communications at a strategic level
- Evidence of continuous professional development

Experience and Knowledge

- Significant leadership experience, including a successful track record of successfully managing complex organisations in a global environment
- Significant experience tailoring and delivering advocacy programmes within middle- and low-income settings
- Experience with and understanding of the SMART Advocacy approach
- Exceptional writing, grammar and editing skills
- Exceptional presentation skills
- Strong understanding of communications tactics and platforms and how to leverage these tools to achieve campaign and organisational objectives
- Strong relationships with key stakeholders in the global maternal and newborn health sector and experience establishing and leading multi-stakeholder coalitions to drive forward shared objectives
- Exceptional organisational skills with a passion for finding ways to make things work more efficiently
- Experience of developing teams, recognising and developing talent, addressing poor performance and providing advisory services to a high standard
- Strong interpersonal skills and excellent communication/influencing skills
- Strong problem-solving skills and able to make decisions based on accurate and timely analysis/management information and governance processes
- Experience working in a multicultural and multi-lingual and diverse organisation
- Demonstrable commitment to equality and diversity issues in both service provision and employment practices

Desirable Requirements and Skills

- Experience working with and advocating for midwives and their contributions to the health and wellbeing of women and other birthing people, families and newborns
- Master of public health degree or like-minded master's degree is desirable
- Ability to speak an additional language such as Spanish or French

Compensation

The salary range for this position is €70,000 – €80,000 per year on a full-time basis (40 h/week).

More Information

This position will be part-time or full-time, depending on the candidate. The working pattern will be agreed between the candidate and ICM.

To apply, please send a cover letter and CV in English to our HR team at info@internationalmidwives.org. Please ensure that documents are sent with the titles ***“your name cover letter”*** and ***“your name CV”*** and state ***“Head of Advocacy and Communications”*** in the email subject line.

The selected candidate may be based at ICM’s Head Office in The Hague, Netherlands, or be home-based, as long as they are willing to travel to The Hague as required (depending on COVID-19 restrictions). In such instances, ICM will cover agreed travel and accommodation expenses.

This position will be evaluated on a rolling basis hence applicants are encouraged to apply as soon as possible. The position will begin as soon as possible.

Final deadline for applications is Friday, April 15

For more information about The International Confederation of Midwives, please visit our website at www.internationalmidwives.org