

Communications and Advocacy Consultant

Global Health 50/50 Consultancy Role

Context

Global Health 50/50

Global Health 50/50 (GH5050) is an independent, evidence-driven initiative to advance action and accountability for gender equality in global health. It was founded in 2017 and initially hosted by the UCL Centre for Gender and Global Health. It is now an independent charity. GH5050's mission is to achieve better health and equal opportunities for all people of all genders, everywhere.

We fulfil our mission by:

- Informing global discourse with the world's most rigorous and extensive index on the state of gender equality in global organisations active in health and health policy
- Inspiring a vision of a new normal for gender equality in global health
- Inciting a movement to demand and deliver the policies that will lead to gender equality in the workplace and in global health programmes

Global Health 50/50 was born out of our shared frustration that despite ample evidence, the redistribution of power and privilege in global health wasn't happening fast enough. Recognising this, Global Health 50/50 was formed around a unique model which brings together the rigour of academic research, the knowledge of how policy change can occur and the momentum of advocates and communicators to catalyse progress. Coupled with a high-powered Advisory Council positioned to support this mission, our model is intended to act as a channel to bring evidence and policy together, thus fast-forwarding the pace of change for gender equality and health equity.

Global Health 50/50 was co-founded and is co-directed by [Professor Sarah Hawkes](#), Director of the Centre of Gender and Global Health at University College London, and [Professor Kent Buse](#), Director of Global Healthier Societies, The George Institute for Global Health, Imperial College London. GH5050 is a small team of self-starters who lead our workstreams, accompanied by a large network of Collective Members who feed into our work.

Four years on from our launch, Global Health 50/50's main activities currently comprise:

- The production of the annual Global Health 50/50 Report and Gender and Health Index, which acts as a transparency and accountability tool by assessing 200+ organisations active in global health on their

performance when it comes to gender, equity and diversity in their workplaces and external programmes.

- Running the COVID-19 Sex-Disaggregated Data Tracker, the world's largest source of sex-disaggregated data on COVID-19, which is used extensively by global researchers, media, UN bodies and policy makers.
 - Country-level GH5050 partnerships, working with country partners to adapt the GH5050 Report methodology in order to support those partners and other actors to catalyse change for gender equality at the national level.
 - Partnering with stakeholders at country and global levels to undertake research and advocacy on gender and health
 - Running This is Gender, an annual global photography contest created in response to the lack of representational diversity and critically reflective images of gender in global health, using photography to explore how gender shapes people's lives in a time of unprecedented social pressure and crisis.
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About the role

The Communications and Advocacy Consultant will be joining a small team, with a large and global network of Collective Members who provide part-time inputs into GH5050's work, coupled with a high-powered Advisory Council.

The Communications and Advocacy Consultant will play a key role in the design, delivery and monitoring of the GH5050 project's strategic aims, combined with ongoing evaluation and adaptation of the communications impact. The consultant will need to deliver day-to-day communications for the initiative whilst also taking a longer-term strategic approach to improving GH5050's communications, partnerships, engagement and advocacy. The GH5050 model recognises the essential role of communications and advocacy to advance our aims, and therefore you will play a key role in the GH5050 team and in the design, delivery and evaluation of its strategic aims.

We are seeking an individual who can help us to be more innovative, creative and impactful in our communications, advocacy and external engagement. The ideal candidate will be a self-starter who can bring new ideas to our work, who is constantly trying to innovate and improve our strategic communications, and can see a task through from design to delivery. The candidate should have the vision, skills and confidence to lead on communications in close collaboration with the team but should be able to work independently and with minimal supervision.

In particular, we are seeking someone with experience in leading communication and advocacy projects, ideally within the gender and global health world. At a minimum you should have a good familiarity of the gender and global health landscape.

By working with the GH5050 team, you will benefit from being part of a world-leading Collective. Team members are offered regular access to training and networking.

Duties and responsibilities

General

- Support the GH5050 team in producing, delivering and evaluating communications strategies in line with broader strategic objectives.
- Produce and lead on production of engaging and relevant external communications, including social media, website content, newsletters, op-eds, and other creative content.
- Design and run communications and advocacy campaigns.

Social Media

- Day-to-day running of social media accounts (we are primarily active on twitter but would like to increase our presence on Facebook, LinkedIn and Instagram), including designing and posting content and accompanying graphics and engagement with other stakeholders on social media.
- Running regular social media audits and tracking social media performance across platforms.
- Providing regular reports to the GH5050 team on social media performance over time.
- Lead on short campaigns and long-term communications strategies aligned with the strategic objectives of GH5050.

Impact Tracking

- Ensuring that GH5050 impact tracking is aligned with the initiative's current strategic objectives.
- Updating the GH5050 impact tracker and providing regular reports on impact achieved and recommendations for how to adjust outputs to better align impact with strategic objectives

Advocacy and External Engagement

- Lead on external engagement, including creating quarterly newsletters, managing media and mailing list outreach.
- Manage relationships with international media outlets and journalists; cultivate opportunities to feature GH5050 data and Collective in media.
- Support the leadership team to liaise with the GH5050 Advisory Council.
- Liaise with external stakeholders, partners, policy makers, and organisations engaged in the annual GH5050 Report.

Website

- Lead on creating new content for the GH5050 website.
- Manage the website (via wordpress) including updating the website as necessary.
- Maintain and update the Global Health 50/50 calendar of events.

This is Gender

- Work closely with the curating team and judging panel to coordinate the smooth running and delivery of our signature global and national This is Gender photo contests

Additional Duties

- To provide support to the leadership team as needed.

Person Specification

Criteria	Essential or Desirable
Qualifications, experience and knowledge	
Educated to A level/High School or equivalent professional knowledge.	Essential
A relevant degree in global health or gender or equivalent experience.	Desirable
Good understanding of the global health landscape and key actors in gender and global health	Essential
Experience running a social media account across a range of social media platforms to promote an organisation, project or campaign.	Essential
An understanding of different social media platforms and how and when to tailor content for different platforms and audiences	Essential
Experience supporting the design and implementation of an organisational or project communications strategy	Essential
Experience leading the design and implementation of an organisational or project communications strategy	Desirable
Knowledge of Wordpress and comfortable creating and managing website content and working with a web-design team, as well as writing SEO copy	Essential
Experience of delivering successful events	Desirable
Proven experience of working as a proactive member of a team.	Essential
Experience of engaging with high-level external stakeholders	Desirable
Skills and abilities	
Creative and innovative thinking, in particular the ability to conceptualise and deliver on ideas to improve communication, advocacy and engagement	Essential
Strong and proven graphic design skills. Comfortable creating graphics for social media, designing newsletters, briefs, brochures and other content as required. Familiar with canva or other equivalent graphic design software.	Essential
Familiar with analytics software including social media and Google analytics	Desirable
Outstanding and engaging written communication skills, including attention to detail and the ability to make complex subjects engaging to mass audiences	Essential
Able to use brand guidelines to produce materials	Essential
Able to edit videos and photos and familiarity with video editing software	Desirable
Strong organisational and time management skills, including the ability to work across multiple workstreams in both group and individual capacities	Essential
Willingness to work flexible hours as the workload of the programme changes	Desirable

How to apply and further details

GH5050 is institutionalising and expanding. This is a great opportunity to create your own space within the small team of GH5050 staff and develop the role as further funding opportunities arise.

This is a full-time post, in the first instance for 6 months. The successful candidate will join the GH5050 team as a consultant. Therefore, you do not need the right to work in the UK and applications are open to candidates worldwide. The GH5050 team operates globally and meets via zoom and other electronic channels.

However, please be aware that the majority of meetings will take place on the UK working day and you should be available to attend meetings during core working hours (i.e. 10.00 - 16.00 GMT).

Start date - as soon as possible.

To apply for this position, please share your CV, cover letter and daily rate via [this form](#). If shortlisted, we will additionally ask for a writing sample and ask you to complete a short task.

The deadline for applications is 17:00 GMT on Friday 19 November 2021.

We want to know in your application...

- What excites you about working with GH5050?
- What would you want to do differently to what we already do now when it comes to our communications and advocacy?
- What experience and knowledge would you bring to this role?