

Alliance2015 Advocacy Lead

Main tasks and responsibilities

The main task is to work as an eager focal point for advocacy within the Alliance2015 organisational system, boosting Alliance2015's influencing capacity at country and global level through impactful research and evidence-based advocacy, and enhanced internal and external networking. The role actively bridges data, experience, information and learning from the operation countries (in particular, priority ones) with the EU and global pictures, and vice versa, and represents the Alliance2015 at chosen stakeholder groups.

Location: This position is based in Brussels, with some field visits (1-2 per year, indicatively) and travelling in Europe.

Joint Initiative Support team (JIST) – Advocacy lead (80%)

- Act as focal point for advocacy in the team: bring and share meaningful knowledge, expertise, intuition and understanding, contribute to make sense of politics and handle complexity, moving back and forward from the more specific to the broader picture(s), within the context of [the new strategy compass](#), working with members' delegated experts in relevant working groups, taskforces, and communities of practice.
- Lead and co-lead on advocacy actions at any time and on other actions from time to time, depending on required knowledge and skills in the Joint Initiatives Support Team.
- Conduct and/or manage external consultants to deliver programme and policy-based research/analyses.
- Lead and co-lead the implementation of the **Alliance2015 advocacy strategy** within the context of the new strategy compass, in collaboration with the Director and members.
- Listen to, collect, note, translate, and provide the most adequate and timely answer to the needs for advocacy support in countries, identifying and connecting with the relevant expertise within the Alliance2015.
- Ensure that any relevant evidence emerging from the field programmes is available to feed the global advocacy actions, and that any relevant global advocacy initiative is known to country teams.
- Promote joint advocacy actions as meaningful initiatives linked to and eventually rooted in the design and implementation of country programmes.
- Facilitate and contribute to building and maintaining trustful relationships and strengthen connections and networking, both within the Alliance2015 - mainly via the **Advocacy and Communication Group (A&C group)** - and in the Brussels arena. Specifically:
 - Co-lead effectively the A&C Group, together with the **Knowledge Management and Communication Lead (KMC Lead, Martina)**
 - Represent the Alliance2015 at any relevant, chosen stakeholder group discussion, and keep the **A&C Group** informed on any relevant outcomes and trends.

- Build and maintain external relations with the European Commission and Parliament, and with International Organizations for the sake of boosting Alliance2015 joint initiatives answering to the strategic compass goals.
- Engage with EU-based NGO allies, including attending regular meetings of coalitions of which A2015 is a member (notably Concord and Generation Nutrition), in collaboration with the Director (*Antonia*) and the seconded **Fundraising and Partnership Lead (FP Lead, Franziska)**.
- Contribute to the Alliance2015 knowledge management and strategic communication, operations, funding, and collaborations, via the other groups, task forces and communities of practice.
- Craft and ensure effective messages and clear positions are crafted and delivered to different audiences, in collaboration with the **KMC Lead** and **A&C Group**, pooling together the best delegations - advocates and representatives in the Alliance2015 system - depending on the thematic areas, targets, and times.
- Identify campaigning opportunities, and design and develop campaign messages and narratives that can be delivered via social media channels, in consultation with the relevant policy, programme, communications member experts and JIST members.
- Provide inputs for the development of communications materials and support to the design of communications plans to achieve A2015 advocacy goals, in close collaboration with the **KMC Lead** and **Communication Assistant**.
- Contribute to maintaining and developing the relationships with relevant Brussels/EU media contacts, in collaboration with the **KMC Lead**.
- Explore the possibilities for the Alliance2015 to answer to call for proposals and/or activate other fundraising channels for its advocacy initiatives, in consultation with the Director and the seconded **FP Lead**.
- Contribute to donor intelligence for the sake of joint advocacy initiatives, in collaboration with the seconded **FP Lead**.

General support to Alliance2015 hub joint initiatives – Co-lead (20%)

- Keep a direct and fluid reporting line to the Alliance2015 Director, contributing to accurate, timely and right-to-the-point mutual information flow between the JIST and the Director.
- Contribute to the JIST creative effort to design, create, and promote spaces and opportunities for engagement, reflection, and exchange, to strengthen the ownership and meaningfulness of Alliance2015 across the membership.
- Contribute to the joint initiative database monitoring, analysis, and use, in collaboration with the **Joint Initiatives Assistant** and **Fundraising and Partnership Lead**.
- Contribute to the design of inductions, orientation and training sessions, presentations, and training materials both for the members' country and HQ teams, and new JIST members.
- Contribute to the recruitment, smooth integration, and supervision of the **Joint Initiatives Assistant** and eventually other assistants (e.g., the Communication Assistant).

- When travelling to the countries to facilitate research, advocacy and campaigning initiatives, act as a JIST member, connecting and transferring key information to identify new opportunities for joint initiatives.

