



## Job Description - Campaign Manager

[Transform Health](#) is a coalition of organisations dedicated to achieving the Sustainable Development Goal of Universal Health Coverage (UHC) by 2030 by harnessing digital technology and the use of data. The Coalition advocates, campaigns for and collaborates with the individuals, communities, governments, organisations and institutions that are most affected by the lack of access to equitable, affordable, and high-quality healthcare. We are committed to promoting youth and women's participation and leadership and to promoting the perspectives, concerns and needs of marginalised groups so that everyone can benefit from the digital transformation of health systems, and access and control their own data to improve their health outcomes.

### The Position

This is an exciting opportunity to join a small, dynamic global team at the secretariat of the Transform Health coalition and help drive the development and delivery of our campaign work for the digital transformation of health systems to achieve universal health coverage. In this role you will bring strong project management skills and fresh perspectives to campaigning and mobilisation to ensure we are able to effectively engage partners to achieve our ambitions campaign targets.

You will be required to work with colleagues across the Transform Health coalition to foster a collaborative global network that effectively engages different organisations and stakeholders around a set of actions that will increase the public profile and support for critical issues we are campaigning on across different contexts, such as global health data governance.

### Main Responsibilities

- Support the development of a three-year campaign mobilisation strategy - including setting and detailing objectives and KPIs – defining our audiences, responses and outcomes. The campaign priority for 2022 will be health data governance.
- Support the development of the campaign design, including branding, advocacy toolkit, stunt concepts, and key messages.
- Work closely with partners to ensure campaign audiences are effectively engaged and involved in the campaign co-creation.
- Support the delivery of a high-level campaign-focused event in 2022, including both physical and digital advocacy and mobilisation. Coordinate campaign activities with partners across different countries to ensure maximum impact.

- Support the management of Transform Health's National Coordinating Partners including setting working plans and budgets, and reporting on outcomes as well as suggesting and managing cross partner learning and capacity building
- Work closely with the Policy Manager to support Transform Health's engagement with regional networks.
- Project management throughout, including internal coordination and close working with colleagues and external partners, regular update meetings, work stream management, oversight of timelines and deadlines, budgets, reporting etc.
- Contribute to M&E – supporting the creation of, and feeding into, the M&E system for the campaign and its objectives and adapting plans according to the learning. Analysing the M&E reports for projects under your purview in order to suggest strategic changes to alleviate any issues.
- Coordinate and mobilize coalition partners, national coalitions, regional networks etc. to take action during Digital Health Week. Support if and when necessary the creation and maintenance of resource mobilisation assets as related to the projects under your purview.

## **About You**

Demonstrable experience of project managing impactful campaigns at the global, regional, national, and/or local levels. You will need experience of mobilising different constituencies to gain public support for an issue and achieve political and policy-change impact through campaigning. You will have a strong project management experience and a keen understanding of the strengths and limitations of different approaches to campaigning, both online and in person. You will have a proven track record of developing mobilisation and supporter engagement strategies, including generating bold and innovative tactics.

You will need to have a demonstrated passion for youth advocacy, and excellent understanding of how to support women, youth led organizations and movements. You will have previous experience developing advocacy and campaign toolkits to engage civil society and youth constituents.

With an ability to translate complex policy issues into engaging public communications and messaging, you will need to have strong relationship management skills, cultural sensitivity and experience of delivering change within complex environments.

## **Person Specification**

- Degree, preferably in a relevant discipline, e.g. social sciences, economics, global health, public policy, political science, communication, public engagement and international development.
- At least 5 years' experience in a campaigning role, including experience of delivering campaign activities, including strategy development, implementation and partnering with other organisations

- Excellent written and verbal communication skills with experience conveying messages effectively to a range of audiences
- Highly organised with the ability to plan effectively, balance competing priorities, meet challenging deadlines and be flexible to change.
- Excellent interpersonal skills, with the ability to collaborate and influence colleagues and stakeholders at all levels and across different countries and contexts
- Excellent project management skills, managing work plans, timelines, learnings and reporting of sub-grantees and coalition members.
- Demonstrable experience of developing different campaign & mobilisation tactics, both online & offline to mobilise specific audiences
- Demonstrable experience of targeting campaign messages to engage key audiences and achieve measurable results; utilising communication strategies across multiple channels
- Demonstrable ability to analyse policy opportunities and propose advocacy or campaign actions
- Ability to draft and present complex information to a variety of audiences in a clear, accessible and influential way
- Ability to leverage social media and other digital mediums to promote campaign messaging
- Proven track record of building and nurturing relationships and influencing external stakeholder agendas
- Excellent resilience and a problem solver, with the ability to remain positive, solutions focused and to learn from setbacks.
- Experience working in health, digital/data rights or digital health contexts and with a variety of different stakeholders.
- Experience working in digital health, data and UHC and a good understanding of the national and international context as it relates to digital health and UHC would be an asset.
- Proficient in the use of software including Microsoft & Google Suite, online survey tools, virtual workshop tools etc.
- We encourage candidates from low & middle income countries to apply.
- Fluency in English and proficiency in one or more other languages (French, Spanish, Swahili, Bahasa Indonesian) preferred.

**Location:**

Flexible - home based.

**Duration:**

The successful candidate will receive a 1 year contract with a possible extension (dependent on funding). The contractor will be expected to work 42 hours per week and will be entitled to 25 days off and 5 days sick leave per annum.

**Application process:**

To apply please send your CV and cover letter with email subject "Application for Campaign Manager" (detailing your experience and salary expectations) to: [vaidehi.vaidya@transformhealthcoalition.org](mailto:vaidehi.vaidya@transformhealthcoalition.org).

Closing date for applications: 28th Feb 2022