



Job description

Head of Policy, Campaigns and
Communication

Madagascar



Head of Policy, Campaigns and Communication

Job Title: Head of Policy, Campaigns and Communication	Date:
Grade: G Senior Management Team (SMT) Member	Department: Policy, Campaigns and Communication
Reports To: Country Director	Location: Antananarivo
Direct Reports (titles): Civil Society Mobilization Officer Communications and Campaigns Officer	
Key Relationships (titles): Regional Advocacy Manager Regional Advocacy Network and Country Programme counterparts	

Purpose

Reporting to the Country Director, this is a senior management position responsible for the overall development, coordination and management of Governance and Policy Programme and linkages with Service Delivery. It sets, achieves and maintains quality standards and accountability processes for the delivery of all WaterAid Madagascar Governance and Policy Programme. This role will ensure that Governance and Policy Programme respond to Country Programme Strategy priorities and remains coherent with programmatic approach, policy and practice are integrated and that WaterAid increasingly develops its practice and initiatives on integration with health, education and nutrition sectors.

This position will also ensure that WaterAid's interventions and partnerships remain relevant and influence policies, institutional arrangements, sector mechanisms and environment at various levels to ensure significant contribution towards the progressive attainment of WASH for all by 2030.

The role leads the delivery of integrated initiatives around policy analysis and engagement, advocacy, campaigning and influencing at local, national and regional level, in order to bring about transformational change. The role is also responsible for overseeing implementation and management of WaterAid's country communications activities and events in order to raise the profile of the organisation and create awareness on the right to Water, Sanitation and Hygiene.

Responsibilities

Strategic Leadership

- As a member of the Senior Management Team (SMT), contribute to strategic direction, decision making, effectiveness and organisation development, corporate governance and WaterAid brand maintenance
- Contribute to the development and execution of the overall strategic plan and business plan for the Country Programme.

- Develop the Country Programme Policy and Advocacy strategy to ensure set objectives and Country Strategic goals and in line with regional and global and priorities.
- Develop and ensure the effectiveness and efficiency of the Governance and Policy Programme for the interdependency and synergy with the Sustainable Programme Delivery and linkages with initiatives at regional and global levels.
- Lead in the development and management of the CP's partnerships with regard to Governance and Policy to enable the successful delivery of this specific programme and achieve value for money
- Lead in the operationalization of the CP strategy related to the development of integrated influencing and communication campaigns that ensure maximum impact, effectiveness and transformational change at scale, both at policy levels and community levels
- Propose annual activity plans and budgets for functional areas under his/her leadership (including procurement and human resources needs)
- Develop and strengthen strategic partnerships, networks and alliances within and beyond sector stakeholders, government counterparts and NGOs involved in water and sanitation related activities, academia, media and research institutions in order to foster mutual learning and identify innovations that would increase the efficiency and effectiveness of the sector.
- Ensure the coordinated sharing of learning on WA's and other models and approaches with regard to governance and policy

Policy

- Identify the key gaps and opportunities in the external public policy and service delivery environments where WaterAid's advocacy interventions can have high impact and bring about progressive change
- Analyse sector policies in order to generate evidence on their impact on the rights of those who are marginalised and excluded from access to water, sanitation and hygiene services
- Plan, guide and lead on the use of WaterAid's influence work innovations and successes to influence policy makers and improve our service delivery intervention.
- Assess the results of policy advocacy and policy interventions to inform further policy engagement and Country Programme strategy.
- Ensure that influence and advocacy messages are in line with Governance and Policy programme and the country programme priorities

Networking and Representation

- Represent WaterAid in relationships with decision-makers (national CSO, donor, and government (national and international) forums related to WASH) to persuasively advocate for WaterAid's change agenda and continuously build and sustain WaterAid's reputation
- Develop and strengthen partnerships, networks and alliances among key WASH stakeholders, government counterparts and NGOs involved in water and sanitation related activities in order to foster mutual learning and identify innovations that would increase the efficiency and effectiveness of the sector.
- Facilitate the development of strategic partnerships with relevant agencies within and beyond WASH sector, academia, media and research institutions to influence and change policy and advocate for integration of WASH across other key sectors
- Represent WaterAid through participation in meetings, seminars and other strategic/important events at national, regional and international levels

Influencing and Campaigns

- Responsible for identifying key sector issues on which WaterAid and its partners should focus their advocacy efforts
- Design activities to influence government (national, district level) policy and legislation, budgets, co-ordination mechanisms and innovative delivery approaches to strengthen WASH services and increase WASH access;
- Exercise oversight and accountability for the planning, implementation and delivery of quality campaigns, linked to global and national identified advocacy priorities
- Ensure human rights based approach is embedded in WaterAid programmes, with focus on addressing inequality and vulnerability of particularly women and children, people with disabilities and other forms of marginalisation
- Ensure effective integration of advocacy and campaigns work in programme/service delivery work
- Build the capacity of civil society partners in order to strengthen and deepen their involvement in advocacy, policy influencing and decision-making
- Coordinate strategic engagement with cross sector forums and platforms by WaterAid staff and partners for the advancement of WaterAid's campaigns in line with the organisation strategic objectives

Communications

- Develop and implement a brand building, media and communications strategy to raise the profile of the CP, influence stakeholders and create awareness of WASH issues and to promote changes of key social & economic issues as identified through policy analysis
- Develop and maintain positive and proactive relation with media and donors in order to support the work of WaterAid and its partners
- Act as a spokesperson for the organization in the media and through participation in meetings, seminars and other strategic/important events at national, regional and international level
- Manage the development and delivery of materials for the media and other audiences including speeches, articles, statements, press releases, blogs and other social media content developed with strong collaboration and input from the programmes and funding teams
- Ensure the integration of the field work of the Voices in the Field Officer into Madagascar Country Programme reporting, communication and awareness initiatives

Fundraising, Grants and Donor Management

- Identify key gaps and opportunities in policy and practice where WaterAid's programmatic approach can have high impact and bring about progressive change
- Design and develop quality projects and proposals with regard to influencing that are in line with strategic priorities, whilst being responsive to donor requirements
- Work collaboratively with the Head of Funding to develop and sustain donor relationships and ensure compliance with donor requirements for funded projects under his/her remit.
- Lead WaterAid and donor reporting processes with regard to governance and policy and ensure quality and timely reports in line with donor and WaterAid standards

Financial Management and Budget Control

- Lead the development of operational plans and budgets for functions under his/her control in line with donor contractual agreements.
- Manage and monitor expenditure against budgets for strategic and annual plans in adherence to financial guidelines, ensures value for money, and acts as appropriate within delegated authorities

- Carry out regular budget monitoring and assist finance department by providing reasons for variances to plan remedial action
- Prepare monthly financial cash flow plans & timely submission to the Finance department
- Ensure that any contractual requirements related to restricted income are fully committed to by all involved, effectively monitored and evaluated, and that appropriate plans for meeting them are made

People Management

- Identify skills and resource needed to deliver against strategic plans of department, recruit and develop team members accordingly and ensure the collaboration with other departments, partners and allies.
- Ensure the recruitment, management and development of high quality staff in line with the demands of the CP strategy
- Effectively manage performance of team members and motivate them to develop and perform at their best
- Create and maintain a positive team environment conducive to high performance, according to WaterAid Values.
- Ensure smooth team work and enhance integration among own team and the programmes function and support functions
- Encourage and promote empowering and collaborative leadership, effective management, and a culture of openness, innovation and accountability in line with WaterAid's values

Specific Context

The role will require some travel in-country, as well as infrequent trips across the region and some internationally

Experience and Technical Skills

- Minimum of a University Degree, preferably in a discipline directly or closely related to WASH, such as Development Management, Social Policy/Political Science /Public Administration or Public Health
- Minimum of seven (7) years' management experience and at least three (3) of which should be in a senior management position in reputed international or national non-governmental organization (NGO)
- Experience in an advocacy role is a must.
- Experience in communications highly desirable
- Experience of developing key strategic and operational partnerships at different levels (NGOs, donors, government)
- Good understanding of the Malagasy government structures and how they function and ability to navigate the system.
- Excellent oral and written communication skills (including report writing) in English and in French to produce professional documents of national and international standards and participate in policy discussions and debates. Ability to speak in Malagasy.
- Experience of capacity building of partner organizations in advocacy

Skills and Abilities

- Strategic thinker. Able to see the bigger picture, challenges and opportunities and create a long term vision. Able to lead strategic discussions.

- Excellent communication skills. Ability to present and act as a spokesperson for WaterAid in a way that builds credibility and influence.
- Excellent writing skills and ability to communicate complex policy issues in simple terms
- Systems thinking. Ability to take outputs from critical thoughts/analysis to inform 'hands on' problem solving plus strong analytical skills
- Excellent relationship management, negotiation and influencing skills. Proven ability in building strong working relationship with colleagues and a variety of stakeholders such as government officials, partners and community members, donors, business leaders, senior academics, other sector actors and high level decision makers.
- Successfully leading, managing, building and motivating high performing teams and developing individual capacity
- Able to work with and across the organisation and other teams effectively.
- Flexibility and willingness to go the extra mile, which also includes willingness to work additional hours at crucial times
- Strong initiative, with a willingness to take on new responsibilities and challenges
- Able to plan, prioritise and organise self and others and ability to work under pressure and meet deadlines.
- Commitment to gender equity, pro poor approaches and addressing issues of social exclusion
- Commitment to WaterAid's values and a working style that reflects these
- Ability to form and manage teams effectively and ability to lead a multi-disciplinary team of professionals
- Possess entrepreneurial qualities such as risk taking, innovation, and creativity
- Computer literacy

Our people promise

We're looking for people who share a commitment to our vision, and a commitment to playing their part in changing normal. We're looking for people with an appreciation and respect for different people and ideas, and the energy and expertise to help tackle the most important challenges.

In return, you can expect to get inspiration from the change you help make happen, a sense of belonging and the feeling of being part of a global community. You will also experience stimulation and fulfilment, the chance to grow, and space to be yourself at your best.

This is our pledge to you.