

Regional Director of Communications and Advocacy

Location: [Europe & the Middle East] [Cyprus]

Category: Advocacy

Job Type: Fixed term, Full-time

***Position location to be determined by home country of successful candidate within the Middle East & Eastern European Region(MEER)where WVI is registered to operate.**

PURPOSE OF THE POSITION

The Regional Director of Communications and Advocacy is responsible for the strategic direction and successful implementation of communications, advocacy and external engagement work across the Middle East and Eastern European region (MEER) ensuring high quality, high impact, solutions-driven and brand-aligned outcomes. The role will lead efforts to strengthen World Vision's reputation and influence, building trust with audiences for greater organisational impact. The role holder will support Field Offices in successful delivery of advocacy project models, Sustainable Development Goals, World Vision's flagship global campaign "It Takes a World" and social accountability. This involves providing strategic input, support and direction to Field Offices to fulfil their strategies, including communicating their evidence base, ensuring effective local and national level advocacy, hearing and communicating the voices of children and that the campaign is integrated across all sectors and functional areas at the national level and meeting quality standards defined by the Global Center.

The Director will lead efforts to tell our story to enable World Vision to influence, raise awareness and understanding among key stakeholders of the needs of vulnerable children, families and communities, of the societal, political and environmental challenges which impact the wellbeing of children, and of World Vision's development and humanitarian interventions, demonstrating evidence of impact of work implemented across the region. The Director will contribute to enhancing World Vision's organisational capacity to effectively position the organisation as a leading relief, development and advocacy agency in the region, and will work closely with senior leadership to coordinate and lead World Vision's external engagement on regional issues.

MAJOR RESPONSIBILITIES

Strategic Leadership

- The director leads and executes an integrated communications, advocacy and public engagement strategy and business plan to build World Vision's reputation and brand with key audiences, tell our story and support key advocacy priorities in MEER
- Advises and supports the Regional Leader/Senior Director of Operations and the regional team on effective public positioning of World Vision
- Oversees the development of communications and advocacy plans in Field Offices to ensure they are appropriate to context and in alignment with Our Promise
- Directs response communications and advocacy, guiding Field Offices in humanitarian emergencies and political, social, economic and environmental crises to ensure Partnership media, fundraising and advocacy needs are met through provision of targeted content, messaging and media spokespersons
- Advises leadership and National Directors in field programmes across the region on strategic reputation, internal and external positioning, advocacy issues, technical branding, global branding, and communications opportunities to elevate understanding, performance and accountability across the region
- Leads World Vision's engagement with regional bodies and civil society networks to influence national policy agenda related to child wellbeing objectives and child rights agenda.
- Leads process of review and strengthening the application of advocacy models in disaster response.

Advocacy and External Engagement

- Represents MEER in regional and global fora as necessary to achieve MEER advocacy goals
- Provides platforms to hear the voices of children to influence change and communicate impact.
- Influences national leadership to pursue a child-focused humanitarian advocacy agenda that is aligned with global advocacy strategies and positioning
- Champions the global campaign It Takes A World, plus agreed Global Moments and World Vision's contribution towards Sustainable Development Goals and Social Accountability ensuring effective take up across Field Offices.
- Mobilises stakeholders to drive the region's advocacy agenda and influences other units to ensure that advocacy priorities are understood and embedded where possible
- Develops and executes a strategic research and analysis agenda on emerging issues and the region's metanarrative that will enhance child wellbeing
- Builds a strong network of bilateral strategic relationships within the humanitarian community and civil society to influence external actors such as donors, UN agencies, and government ministries

Reputation Risk Management

- As the regional focal point on reputation risk management in the region, the role identifies, assesses and coordinates World Vision responses to current or risk potential issues.
- Escalates major issues and coordinates with the Global Centre risk unit as part of the Integrated Risk Management approach
- Socialises a proactive risk management approach with leaders across the region, identifying opportunities to build reputation and decrease impact of specific risk issues.

Media/Social Media

- Engages media across the region, together with national media focal points in coordination with Partnership media managers, to maximise positioning opportunities with targeted outlets, developing regional spokespersons and messaging as needed
- Directs an aligned and engaging digital presence at regional and national level that leverages World Vision's global brand, regional value proposition and field ministry impact.
- Oversees an effective and globally aligned insights and metrics framework for media and social media efforts.

Content Management

- Provides oversight of region-wide production of high-quality, child-focused content/multi-media packages to meet World Vision's priority audience needs, including advocacy and external engagement, grant acquisition and other fundraising and resource development activities
- Promotes wise stewardship of resources through content sharing and trip and assignment planning and coordination

Internal Engagement

- Leads the development and implementation of an internal engagement approach and plan that connects, informs and inspires leaders and staff across the region around World Vision's local to global ministry

Team Management and Coordination

- Region-wide coordination and management of national teams, through a matrix relationship will

include coordination with national leadership to ensure that teams are high performing, equipped to deliver on Partnership priorities and advising on capacity gaps

- Contribute to development of global policies, guidelines and standards relating to communications and provide leadership in contextualizing and mainstreaming them within the region.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Relevant bachelor's degree in Journalism, Communications or Marketing
- Excellent oral and written (English) communications as well as (presentation, written, verbal) and numerical skills
- Training, coaching and editing skills
- High level of awareness of global and regional socio-economic, political and environmental issues
- In-depth understanding of key aspects of child right, advocacy and campaigns, demonstrable understanding of the essentials of transformational development and humanitarian programming
- At least 10 years professional experience in global communications, media or public affairs
- At least 1-2 years working experience in Middle East/ Eastern European region
- Experience in high level government, IO & UN representation
- Strong interpersonal, collaborative, negotiating, networking and organizational skills
- Strong track record in media relations/crisis, creating constructive relationships and having the confidence to represent the organisation in the media

- Ability to react very quickly to disasters and provide strategic and operational advice on handling them
- Experience in technical branding, and developing policy and advocacy messaging, initiatives and analysis
- Demonstrable track record of developing and executing external communications within scope and budget to positively impact the organisation's influence and visibility
- Demonstrated experience leading effective digital communications, including social media and an understanding of relevant tools and trends
- Experience leading/managing multiple and/or overlapping content production assignments across multiple contexts that engage, compel and demonstrate knowledge, impact and expertise
- Proven ability to effectively team and project manage to deliver outcomes on time
- Experience linking communication outputs with fundraising, especially in a non-profit setting
- Demonstrated understanding of international development and humanitarian (relief) systems, and communication/donor networks working in fragile contexts.

The position requires ability and willingness to travel domestically and internationally up to 30% of the time.

