

## VACANCY

**Title:** Advocacy and Communications Coordinator

**Reports to:** Project Manager (SRHR Observatory)

**Duration:** 12 months (March 2022 to March 2023)

**Location:** home based

Deadline for applications: February 10, 2022

### **1. Background**

Established in 1971, the Caribbean Family Planning Affiliation (CFPA) is a civil society organisation (CSO) with a strong regional presence, comprising 16 Member Association - 12 Member Affiliates, 4 Associate Members, and 4 partner Family Planning Associations (FPAs), which are leading SRHR focused CSOs in the Caribbean. CFPA's regional positioning makes it a leading advocate for SRHR at all levels - community, national and regional. The organisation's mandate is to promote SRHR with particular focus on marginalized populations in the Caribbean region, providing SRH services, education and awareness, and advocacy to end decriminalisation against women, girls and key populations. CFPA has gained credibility for its expertise and campaigns that address a range of SRHR and gender equality issues. The organisation supports the rights of all persons, including youth and persons of diverse sexual orientation and gender identity, to make decisions about their bodies. The CFPA works to promote the prevention of unplanned pregnancy and the right of women's choice and bodily autonomy, the right to access comprehensive sexuality education (CSE) and the elimination of gender-based violence (GBV). The prevention and response to GBV is critical to our work, and thus, integrated into our SRHR objectives, services and programmes. The Member Associations support GBV survivors through trauma informed care and counselling, information and referrals for specialised services, including mental health, empowerment programmes, access to justice and social support. CFPA and its members have strongly advocated for the elimination of all forms of GBV and have spoken out against acts of GBV in various Caribbean countries, working in collaboration with regional governments and multilateral stakeholders to provide support to GBV survivors.

The CFPA, with funding from the Spotlight Initiative (SI), seeks to establish the Caribbean Observatory on Sexual and Reproductive Health and Rights (SRHR) under Pillar 3 of the SI Regional Programme to contribute to "strengthening regional cooperation to prevent and respond to family violence in the Caribbean". The SI seeks to eliminate all forms of violence against women and girls, and ensure that they can realize their full potential in a violence-free, gender-responsive and inclusive way. Recognizing that there are layers of marginalization and intersecting vulnerabilities, the implementation of the SI is guided by the core principle of the 2030 Agenda for Sustainable Development - 'Leaving No One Behind'. The SI aims to address the threat of GBV not just at the national level but also the regional level, by fostering coordination between regional institutions and member states for a collaborative and comprehensive approach to ending VAWG.

The Observatory as an output of the broader SI will specifically contribute to the achievement of Outcome

3.2: Advocacy platforms are established/strengthened to develop strategies and programmes,<sup>1</sup> including community dialogues, public information and advocacy campaigns, to promote gender-equitable norms, attitudes and behaviours, including in relation to women and girls' sexuality and reproduction, self-confidence and self-esteem and transforming harmful masculinities. It will also contribute to Outcome 5 where there is quality, disaggregated and globally comparable data on integrated SRHR/family violence issues and priorities, and these are collected, analysed and used in line with international standards to inform laws, policies and programmes.

Both the CFPA and the SRHR Observatory are integral to help advance SRHR in the region. The SRHR Observatory is aimed at strengthening the region's positioning to deliver on key advocacy to end GBV, and to promote SRHR through galvanising movements to advance legislative and policy changes, and to make programmatic linkages between GBV and SRHR, ensuring that no one is left behind. The SRHR Observatory is envisaged as an impetus for social monitoring and advocacy to improve access to, and uptake of both SRHR and GBV services for vulnerable populations, and to promote comprehensive and integrated SRHR/GBV in the region. The Observatory will also provide timely and independent analysis and will serve as an advocacy platform to address the high tolerance for GBV and to change harmful social norms across the Caribbean, through promotion of south-south cooperation, strategic partnership, innovation and sharing knowledge and good practices.

## **SUMMARY OF DUTIES**

The Advocacy and Communications Coordinator shall glean advocacy issues, develop advocacy strategies and lead their coordination and implementation for reforms in integrated SRHR/GBV programmes, policies and legislation. S/he shall lead all advocacy, communications and visibility strategies for the SRHR Observatory, coordinate all communications activities, as well as prepare content for advocacy materials and the development of knowledge products.

## **SPECIFIC DUTIES AND RESPONSIBILITIES**

### ***Advocacy, Communications and Visibility***

- Develops a sound and cohesive Communications and Advocacy Plan (CAP) with visibility and dissemination components (with periodical updates) to guide the implementation of the communications and advocacy work of the SRHR Observatory, and the visibility and flow of information emanating from it.
- Gleans advocacy issues from the desk review and data analysed, develops advocacy strategies and leads their coordination and implementation to lobby for reforms in programmes, policies and legislation.
- Ensures that the data collected by the SRHR Observatory is translated and applied to inform decision-making, legislative reform, policy formulation and effective programming
- Conducts policy monitoring on an ongoing basis
- Oversees the advocacy work of the FPAs/YAMs and liaises with them.
- Ensures that the SRHR Observatory, its work and achievements are bold, vocal, visible and maintains its presence in the media and keep its reform issues current in the public sphere across the region.
- Ensures that the SRHR Observatory is activist-oriented in its approach and a living portal to foster change, challenge systemic barriers

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<sup>1</sup> Including informing parenting skills around gender socialization through early childhood development programmes

- Produces appropriate advocacy tools as part of the CAP in lobbying for advancements in SRHR/GBV. These include policy briefs, position papers, advertorials and Parliamentary submissions.
- Ensures that the SRHR Observatory pushes for change through regional inter-governmental entities, national governments, external development partners as well as to the extent possible, the public directly.
- Works to ensure that there is buy-in of the Observatory to secure its credibility, effectiveness and success

### ***Engagements and Consultations***

- Coordinates open spaces for dialogue and foster discussion to de-stigmatise issues on SRHR and GBV.
- Establishes common discourse and linkages with existing advocacy groups and coalitions and bring people together so as to limit the working of entities in silo.
- Mobilise community networks, gatekeepers and other influences to participate in and/or assist with implementing activities among identified communities across the region
- Conducts regional consultation meetings with CSOs (focused on women, youth, disabilities, LGBTQI+, migrants) on cross-national issues in order to identify SRHR/GBV priorities, bottlenecks and gaps
- Enlists the assistance of CSOs in order to facilitate community dialogue with members of the different vulnerable groups such as women, girls, persons with disabilities and members of the LGBT community.
- Enlists the assistance of regional advocates as strong allies to promote the work of the SRHR Observatory and advocate to target audiences (including requesting and coordinating high-level meetings with Parliamentarians and other key decision-makers in government) on their thematic areas of expertise in SRH/GBV to get reforms
- Maps and engages groups that are in opposition to certain advancements in SRHR/GBV so as to develop a mitigation strategy as part of the CAP.
- Continuously engages with CSOs regionally and furnish them with evidence-based materials produced and launched by the SRHR Observatory to inform their policy and legislative reform interventions such as shadow reporting.
- Ensures that key influential persons from different organisations are engaged and possibly become champions for the Observatory.

### ***Content Development / Knowledge Products***

- Works with Data Monitoring and Evaluation Officer to utilise data collected as well as existing documentation and materials to develop content for various knowledge products in keeping with the needs of the target audiences for the SRHR Observatory in order to undertake comparative analyses of and reporting on benchmarks, inventions and advancements in the region.
- Engages consultant multimedia practitioners (graphic designers, videographers/editors) to develop attractive, engaging and user-friendly knowledge products including multimedia pieces that translate evidence-generated analysis, studies, advocacy materials, standards and other products into digestible outputs.
- Produces and disseminates other communication tools including e-briefs, newsletters and articles
- Works with the Website Developer / Manager to create, maintain and update an interactive knowledge platform comprising a website with the use of dashboards to convey information on SRHR issues, progress in the region and advocacy messages.
- Creates, manages and frequently updates the social media pages of the SRHR Observatory ensuring that its content is in sync with other related communication platforms.

### ***Campaigns and Public Education***

- Develops and implement public information and advocacy (and stigma-reduction) campaigns

promoting gender-equitable norms, good attitudes and behaviours in relation to SRHR and GBV and address harmful masculinities.

- Devises periodic campaigns geared towards disseminating specific messages to various target audiences to influence reforms
- Uses the Observatory's knowledge platform and social media to dovetail periodic communication campaigns

#### ***Media Relations***

- Utilises the media – both transitional and digital – to improve visibility of the work of the SRHR Observatory and its achievements
- Builds and manages effective relationships with key media partners to leverage visibility and awareness of the SRHR Observatory and its achievements
- Creates speaking and photo opportunities for CFPA's Chief Executive Officer and members of the Observatory's Steering Committee to discuss advocacy issues
- Prepares well-written and timely press releases and Op-eds on a needs basis to mark key observances, occurrences and issues in SRHR/GBV
- Organise press conferences/ briefings
- Prepares press kits (virtual or physical) for public relations events of the SRHR Observatory

#### ***Key Observances and Events***

- Leads the coordination of workshops, meetings, fora, summits, symposiums launches and other similar events to facilitate the convergence of key stakeholders for dialogue and consultation to effect reforms
- Plans, coordinates and carries out launch events to mark key milestones and achievements of the SRHR Observatory including the development of the knowledge platform and production and dissemination of knowledge products
- Keeps abreast of keynote observances on the regional and international calendar and develop and/or sync the dissemination of content to mark these days.

#### ***Resource Mobilisation Support***

- Identifies/highlights effective advocacy activities and achievements that can be used to support fundraising and resource mobilisation
- Ensure visibility of the Observatory to aid in resource mobilisation efforts.

#### ***Monitoring and Evaluation***

- Works with team members (including the Project Manager and Data Monitoring and Evaluation Officer) to develop mechanisms to evaluate the effectiveness of the advocacy and communications efforts
- Monitors monthly metrics of social media performance on all platforms and generate report
- Produces for supervisor, when required a report of work completed and achieved

### **REQUIRED QUALIFICATIONS, SKILLS AND EXPERIENCE**

The Policy and Advocacy Manager will demonstrate a commitment to human rights and social justice issues; have open mind to ideas and people, be able to work in a diverse team and multicultural environment; be willing and able to travel in country and on occasion internationally; be to manage competing projects/tasks and demand to meet deadlines and achieve results; ability to work on own initiative; flexibility and ability to

work in team situations; a good sense of humour and able to create enthusiasm and stimulate ideas.

- A degree in Public Policy, Law, Development, Human Rights, Political Science, Communication for Social and Behaviour Change, Public Relations or other related degree in Social Sciences. A Master's Degree would be an asset.
- At least three (3) years' experience in advocacy, policy development, implementation and evaluation around human rights, social justice or other related areas
- Good understanding of human rights, sexual and reproductive health and rights and gender-based violence
- Experience working with vulnerable populations
- Knowledge and experience working with civil society organisations
- Experience in networking and working in coalitions and alliances
- Excellent planning, coordination and management skills
- Possesses good knowledge of the media landscape in different Caribbean territories
- Excellent research, writing and communication skills
- Excellent interpersonal and relationship management skills – articulate and diplomatic.
- Ability to interact with diverse groups and to communicate effectively with policy makers and societal leaders and a demonstrated ability to consult, influence and liaise with internal and external stakeholders
- Demonstrated commitment to advocating for social justice
- Good IT skills – Word, Power Point, social media platforms
- Ability to prioritize tasks, possesses good time management skills and ability to meet deadlines
- Able to seize and work on own initiative with minimum supervision

#### **COMPENSATION AND BENEFITS**

This position offers an attractive remuneration package including a competitive net salary.

#### **APPLICATION PROCEDURE**

Applicants shall submit a cover letter and a CV in English language.

Please submit a cover letter with CV and two references to [ceo.cfpa@gmail.com](mailto:ceo.cfpa@gmail.com) by **10 February 2022**. Visit our Website at <https://caribbeanfamilyplanning.com/>