

JOB DESCRIPTION: ASSOCIATE DIRECTOR – ADVOCACY **REPORTING TO PROGRAM DIRECTOR**



ABOUT SNEHA

A secular, Mumbai-based non-profit organisation, SNEHA believes that investing in women's health is essential to building viable urban communities. SNEHA targets four large public health areas: Maternal and Newborn Health, Child Health and Nutrition, Sexual and Reproductive Health and Prevention of Violence against Women and Children. Our approach is two-pronged: it recognises that in order to improve urban health standards, our initiatives must target both care seekers and care providers. We work at the community level to empower women and slum communities to be catalysts of change in their own right and collaborate with existing public health systems and health care providers to create sustainable improvements in urban health.

THE ROLE

The Associate Director - Advocacy will be responsible for the creation and implementation of an Advocacy plan for SNEHA, in consultation with the Program Directors. The objective is to inform and influence policy changes in the areas SNEHA works in i.e Maternal, Adolescent, Child health and Nutrition and Gender equity. The Associate Director is expected to have in depth understanding of advocacy and sound knowledge of RMNCHN + A, and has experience and networking abilities in working with state and national government, Urban Local Bodies, public systems-ICDS, police, etc., and NGOs .

OBJECTIVES OF THE ROLE:

- Conduct targeted dissemination of the experiences and knowledge gathered from the research trial at city, state and national level
- Support the convergence platform created for ICDS and MCGM for effective functioning of the services under the ICDS and NUHM program
- Ensure advocacy inroads with the DWCD and Health Dept. on the learning, best practises and recommendations from the intervention
- Support SNEHA's supportive supervisory role with the ICDS and MCGM dept. – Training and Capacity Building

RESPONSIBILITIES

- Finalizing the advocacy plan and reviewing it periodically, in conjunction with Program Directors and teams
- Writing Policy Briefs and other communication for advocacy, with inputs from respective Program Directors
- Writing proposals for advocacy efforts and supporting fundraising for advocacy efforts
- Analyzing government/municipal policies and budgets and guiding senior management on potential areas for advocacy
- Mapping stake holders across SNEHA's focus areas and formulating strategies to engage them
- Ongoing stakeholder engagement
- Updating senior management in SNEHA on new initiatives being planned / announced by stakeholders, changes in policies, changes in stake holders
- Writing issue-related reports; preparing testimony or statements for the government/municipal bodies, briefings or debates, advocacy letters and policy briefs to relevant officials, in conjunction with Program Directors, Research Director and Finance Director, where relevant
- Work in conjunction with the Communications Manager
- To advance the advocacy agenda of the organization Provide technical expertise to guide and support good policy and practice among donors and practitioners. This may include writing or contributing to technical documents, and providing trainings, convening or participating in workshops or conferences.
- Anticipate possible advocacy developments and outcomes and lead contingency plans and strategy adjustments
- Provide advice and expertise to the management on a range of advocacy and outreach issues, methods, and approaches;
- Identify local, state, national and international forums to present SNEHA's work and advocate for change
- Conceptualise and organize advocacy events for SNEHA

PERSON SPECIFICATION REQUIREMENTS

COMPETENCIES:

- Knowledge of different aspects of public information and communication;
- Deep understanding and ability to address a range of issues in the context of RMNCHN+ A, Prevention of Violence against women and children and Gender equity
- Ability to rapidly analyze and integrate diverse information from varied sources;
- Ability to diplomatically handle sensitive situations with a range of target groups and cultivate productive relationships;
- Ability to produce a variety of written and visual communications products in a scientific, clear, concise style
- Ability to deliver oral presentations to various audiences;
- Is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Thinks “outside the box”; takes an interest in new ideas and new ways of doing things; initiates innovation and is an early adopter of change
- Is not bound by current thinking or traditional approaches; able to navigate bureaucratic obstacles

OUTCOMES & BEHAVIOURS

- Achieving deliverables as planned
- Building knowledge and skill base for all focus areas SNEHA works on
- Developing new partnerships and sustaining existing partnerships with Government stake holders, civil society and NGO’s
- Strategic planning and implementation for advocating SNEHA’s work among stake holders
- Demonstrating leadership, culture, values
- Ensuring consistency and continuity, sharing, being transparent, seeking and giving inputs, representing SNEHA as a whole, taking initiative and responsibility of being well informed about the organization
- Upholding equality, parity, non- discrimination
- Valuing strengths in people
- Operates in compliance with organizational values, rules and processes

APPLICATIONS

Interested candidates can send their CVs via email to vibhavari@snehamumbai.org with Subject line: **Associate Director Advocacy_SNEHA CENTRE**