



THE WHITE RIBBON ALLIANCE

HEALTHY MOTHERS
HEALTHY WORLD

Position: Director of Advocacy and Programs




Background: The [White Ribbon Alliance](#) is a global advocacy organization working toward a vision where the right of all women to be safe and healthy before, during and after childbirth is upheld.

Position Summary: This role is primarily accountable for providing leadership and strategic direction for all advocacy and programming across WRA's global Alliance, ensuring we execute a cohesive and impactful strategy. This includes setting the strategic direction for all funded campaigns and programs, and providing appropriate oversight and support to ensure successful delivery. The role will also be responsible for developing, monitoring and delivering work plans and overseeing program budgets. This role will build the capacity of Global Secretariat and National Alliance team members in strategy, campaign and program design and implementation. This position will contribute to the resource mobilization strategy including the design of new funding proposals. This role will also be WRA's global advocacy lead and represent WRA externally as an expert spokesperson.

Responsibilities:

- Work with WRA team members to develop and monitor plans to meet organizational goals and specific grant obligations/deliverables
- Provide oversight for programmatic and financial performance of funded programs; oversee program budgets
- Provide leadership on WRA's theory of change
- Build the capacity of Global Secretariat and National Alliance team members in strategy, campaign and program design and implementation
- Provide leadership on monitoring, evaluation, accountability and learning (MEAL) across all campaigns and programs
- Support strong strategic campaign development across WRA National Alliances and globally with clear and measurable goals and smart campaigning tactics
- Manage relationships with donors and communicate with donors regarding programmatic issues.
- Oversee project design and contribute technical input to new funding proposals and other fundraising efforts
- Oversee collaboration between Advocacy & Program and Finance and Operation teams
- Oversee and contribute to programmatic reporting to donors
- Represent WRA externally at a senior level, actively networking and to build and strengthen partnerships with key stakeholders, including donors
- Lead WRA's global advocacy efforts with the CEO and other team members
- Work with Communications colleagues to ensure compelling key messages and materials about WRA's approach and impact, including for web and social media
- Work collaboratively with other areas of the organization to achieve the WRA's overall strategic objectives;

US Office
Suite 800
1901 Pennsylvania Avenue NW
Washington, DC 20006

 fb.me/whiteribbonalliance
 [@WRAglobal](https://twitter.com/WRAglobal)
 whiteribbonalliance.org



**THE WHITE
RIBBON
ALLIANCE**

HEALTHY MOTHERS
HEALTHY WORLD

- Perform other duties as required
- Travel up to 25%

Mission critical behavioral competencies: specific to this role

- **Strategic Agility:** Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can create breakthrough strategies and plans
- **Political Savvy:** Can maneuver through complex political situations effectively and generate positive outcomes
- **Negotiating:** Can negotiate skillfully in tough situations with both internal and external groups; can settle differences with minimum noise; can be both direct and diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing
- **Relationship Building:** Skilled at establishing and cultivating strong relationships with peers, across different levels of the organization and externally

Critical behavioral competencies to all WRA roles:

- Commitment to WRA's mission, vision, values and theory of change
- **Self-awareness:** Knows personal strengths, weaknesses, opportunities, and limits; seeks feedback; gains insights from mistakes; is open to criticism, isn't defensive
- **Agile Learner:** Open to change; experiments and will try anything to find solutions; enjoy the challenge of unfamiliar tasks
- **Self-development** – is committed to, and actively works to continuously improve him / herself
- **Cross-functional and cultural collaboration:** Manages and collaborates with cross-functional and cultural teams to establish and achieve common objectives.
- **Developing & sharing best practices:** Promotes collaboration, sharing and use of communications best practices throughout the organization
- **Priority Setting and tenacity** - spends his/her time and the time of others on what's important; remaining focused on executing the organization's objectives and strategies
- Administratively self-servicing and IT literate

Skills and experience

- Minimum of 10 years of professional experience
- Significant and demonstrable experience of leading effective advocacy campaigns, with track record of making change happen
- Expertise in program and project design, implementation, and monitoring and evaluation
- Management experience, including accountability for a budget, developing plans, and achieving clearly defined outcomes
- Understanding of donor strategies, trends, and results frameworks
- Proven skills in persuading, negotiating and representation at a significant national or international level
- A high level of strategic thinking and planning skills, including ability to set priorities, manageable work plans and evaluate progress
- Strong communications skills (both written and verbal) at a level appropriate for high level external representation and ability to tailor communications to different audiences

US Office
Suite 800
1901 Pennsylvania Avenue NW
Washington, DC 20006

 fb.me/whiteribbonalliance
 [@WRAglobal](https://twitter.com/WRAglobal)
 whiteribbonalliance.org



**THE WHITE
RIBBON
ALLIANCE**

HEALTHY MOTHERS
HEALTHY WORLD

- Good understanding and analysis of political, economic and social environments in which WRA operates
- Strong understanding of the technical issues relevant to the work of the WRA
- Ability to navigate complex funding arrangements, including USAID cooperating agreements and contracts with consortium partners



Equal Employment Statement

White Ribbon Alliance is an Equal Opportunity Employer committed to nondiscrimination on the basis of race, color, religion, national origin, sex, sexual orientation, gender status, marital status, pregnancy, age, disability, or covered veteran's status consistent with applicant federal and state laws. Reasonable accommodations will be provided for applicants with disabilities who self-disclose.

How to Apply:

Submit cover letter and CV to White Ribbon Alliance to: hr@whiteribbonalliance.org with the subline line: Director of Advocacy and Programs. No phone calls please. Principals only.

US Office
Suite 800
1901 Pennsylvania Avenue NW
Washington, DC 20006

 fb.me/whiteribbonalliance
 [@WRAglobal](https://twitter.com/WRAglobal)
 whiteribbonalliance.org