

## BERNARD VAN LEER FOUNDATION JOB DESCRIPTION

### BASIC INFORMATION

Position: Senior Lead, Advocacy & Communications

Team: Knowledge for Policy

Reports to: Knowledge for Policy Director; also works closely with the rest of the Management Team.

Based in: The Hague, The Netherlands

Contract length: 1 year, with intention to renew

Date: January 2019



### ABOUT THE BERNARD VAN LEER FOUNDATION

We believe that giving all children a good start in life is both the right thing to do and the best way to build healthy, prosperous and creative societies.

We are an independent foundation working worldwide to inspire and inform large scale action to improve the health and wellbeing of babies, toddlers and the people who care for them. Our independence allows us to take risks on innovative ideas and bold leaders and make the kind of long-term, non-partisan commitment required to achieve and sustain large scale change.

We are entering a new phase where we believe the major challenge is the transition to scale. Plenty of ideas to improve the youngest children's health, nutrition, protection and learning have proven their worth in small-scale projects – but how do we effectively reach hundreds of thousands or millions of children? To address this challenge, we work in the following ways:

- We are constantly scanning the world for innovations and good practices that can achieve large-scale change.
- We go beyond pilot projects and address the challenges of large-scale implementation.
- We identify bold leaders from diverse backgrounds and support them and their teams to take large scale action.
- We provide access to curated global knowledge and expertise, connections to an international network of peers, strategic funding and advocacy.

## ABOUT THE ROLE

Core to our impact in the coming years is continuing to grow and connect the network of leaders working on behalf of the well-being of babies, toddlers and the people who care for them, and sharing what we're learning about how to scale effective policies and solutions with them.

To drive this work, we're looking for a creative, organised, all-round leader with brilliant communications and network-building skills and lots of energy and desire to connect people with great ideas and with each other, to join our team in a new role.

The **Senior Lead, Advocacy & Communications** will work closely with the Knowledge for Policy Director and the rest of the Bernard van Leer Foundation Management Team to:

- Lead our global work to support networks of leaders in different sectors and career moments.
- Partner with our Knowledge for Policy and Programme teams to get actionable, scalable ideas to the leaders we work with in a compelling and efficient way.
- Oversee our external communications and CRM, ensuring it is fit for purpose.

## PRINCIPAL RESPONSIBILITIES AND TASKS

### *Strategy and management (10%)*

- Work with Management Team to develop and evolve BvLF communications strategy and network building strategy
- Manage two direct reports

### *Network-building (50%)*

- Devise our global strategy to develop networks of leaders, manage the networks, and support colleagues in building relationships with individual leaders
- Drive the development of briefings and other content for leaders, drawn from our and our partners' work
- Provide strategic advice to colleagues in all of the ways we are engaging our network of leaders, e.g. study tours and convenings

### *Strategic communications (20%)*

- Advise on the curation and distribution of BvLF knowledge products in digital and print form (Starter Kits, Early Childhood Matters journal, policy briefs, case studies, human interest stories, etc.)

- Manage a small number of global communications projects and partnerships (e.g. with mainstream and trade media)
- Advise Programme staff and oversee a set of guidelines on Programme’s work to commission human interest stories / solutions journalism-style documentation of our major partnerships

#### *External communications and support systems (20%)*

- Oversee all BvLF external communications (Annual Report, website, social media, messaging guides and marketing collateral) and support systems (contact and photo databases)
- Oversee monitoring of our external communications activities

## PRINCIPAL RELATIONSHIPS

- **Inside BvLF.** Knowledge for Policy Director, Knowledge for Policy Team, Executive Director and Management Team, Programme Team, Operations Team
- **Outside BvLF.** Strategic institutional or individual contacts, partners.

## QUALIFICATIONS

- 10+ years of relevant work experience, e.g. in an in-house communications role at a political or campaigning organisation, network, NGO, think tank and/or business or at a communications agency serving these organisations. Agency or consulting experience (i.e. ability to understand needs, advise others effectively, and communicate background thinking in a structured and visual way) is highly desirable.
- Key qualities:
  - Able both to develop strategy and execute creatively
  - Able to communicate information and insights in an insightful and structured way, especially in writing and in presentations
  - Able to work with and through others to achieve results
  - Strong understanding of and ability to navigate politics, power and influence
  - Interested in and passionate about the importance of investing in babies, toddlers and the people who care for them
- Key skills:
  - Outstanding communications and network strategy skills, with a love of great communications, affinity for connecting people, and understanding of how to influence
  - Native-level fluency in spoken and written English; excellent writing skills
  - Experience of managing direct reports

- Key competencies (according to BvLF framework):
  - BvLF-wide
    - Teamwork: Contributing actively to a joint result or solution to a problem, even when such teamwork concerns a matter which is not of immediate personal interest.
    - Learning ability: Absorbing new information and ideas and applying them effectively.
    - Results orientation: Actively focused in achieving results and objectives; ready to take action in case of disappointing results
  - Role-specific:
    - Creativity: Identify original solutions to function-related problems. Devise new work methods to replace existing ones.
    - Networking: Builds relationships and networks that are useful for achieving objectives.
    - Client-orientedness: Investigate needs and wishes of the client and act accordingly. Anticipate on client's needs. Give high priority to service and client satisfaction.
    - Written communication: Makes ideas and opinions clear in a report or document that conforms to proper design & structure; writes grammatically correct sentences and uses terminology and words appropriately for the audience
  
- Desirable:
  - Professional proficiency in other languages used in the Foundation's programs, e.g. currently Arabic, Dutch, French, Hebrew, Hindi, Portuguese, Spanish, Turkish
  - Knowledge of early childhood development