



# Director of Advocacy and Communications

## Position Overview

<b>Start Date:</b>	Immediate
<b>Term:</b>	Full-Time Employee
<b>Desired Experience:</b>	Mid-Career (10+ years' work experience)
<b>Desired Location:</b>	Global

## About the Micronutrient Forum

The Micronutrient Forum (MNF) serves as a global catalyst and convener for sharing expertise, insights, and experience relevant to micronutrients in all aspects of health promotion and disease prevention, with special emphasis on integration with relevant sectors.

The Forum's primary objective is to foster dialogue among the research, policy, clinical, program and private sector communities to facilitate the translation of evidence for policy and program planning, and to inform research needs and priorities based on evidence gaps to support programs.

The Forum does not implement programs, rather it serves as an independent convener, collaborating with other leaders in the nutrition, health, and development sectors to accomplish our vision: A world where all people have access to all essential micronutrients at levels needed to promote health and prevent disease.

Founded in 2006, the Forum is perhaps best known for its Global Conference, having hosted five such events, with the most recent CONNECTED virtual event attracting over 3,000 delegates. In addition to a Biennial global conference, the Forum has a robust portfolio of programmatic work, including ongoing workstreams addressing the data gap in micronutrient nutrition, promoting nutrition of key populations including pregnant women, and offering technical support to academic, government, and implementing institutions.

The Forum's current strategic plan, beginning in 2019, has guided the organization through a growth stage, with increased interest from funders and partners in the products the Forum creates, specifically: advocacy, consultations, and convenings.

The Forum is a U.S. Based 501(c)3 non-profit corporation – but operates as a remote organization with staff, consultants, and leadership spread across the globe.

See the [Forum's Strategic Plan](#)

See [Forum's Leadership](#)

## Purpose of the Position - Summary

The MNF seeks an experienced leader to enhance the organization's influence by supporting the MNF leadership and engaging key influencers and thought leaders to shape global, regional, and national



nutrition and development agendas to better incorporate micronutrient nutrition in alignment with the MNF's mission and vision.

The Forum seeks to develop a strong internal advocacy competency and this position will be responsible for building on the current momentum to position the MNF as the leading organization focused on micronutrient nutrition within global advocacy.

The Director of Advocacy and Communications will lead the Advocacy and Communications team. The position will be responsible for the development and execution of strategic advocacy and communications activities for the MNF, as well as for the MNF's programmatic workstreams. The position reports to the Executive Director. The Forum is a matrixed organization, and the Advocacy and Communications team will partner with program leads to meet the needs of all programmatic workstreams.

The Director of Advocacy and Communications will:

- Help build global awareness, momentum, and support for the work of the Micronutrient Forum
- Help build and strengthen strategic partnerships on micronutrient nutrition with academic and research institutions, donors and private sector partners, U.N. agencies, NGOs, and other stakeholders
- Develop an advocacy competency within the Micronutrient Forum leadership by coaching, guiding, and advising on how to effectively support both a global advocacy agenda and advocacy and communications work for the MNF's workstreams
- Lead the development and execution of MNF's organization-wide advocacy and communications strategy, in partnership with the MNF Management Team and other key stakeholders
- Lead the development and implementation of MNF's workstream-specific advocacy and communications strategies, in partnership with key stakeholders
- Support MNF leadership to engage in global meetings to ensure organizational position, interests, and priorities are clearly articulated and fully considered in agenda-setting.

## Responsibilities

The duties and responsibilities of the Director of Advocacy and Communications are listed below. Responsibilities may evolve as the work of MNF matures over time.

### Technical – Advocacy and Communications (80%)

- Develop strategies for the MNF, and for the MNF's workstreams, to accomplish key advocacy goals including but not limited to:
  - Promoting the awareness of key issues and opportunities at the global, regional, and national levels
  - Increasing resources dedicated to micronutrient issues
  - Integrating the micronutrient agenda into the work of related sectors (e.g., agriculture, healthcare, etc.)
  - Integrating the micronutrient agenda into the work of key global, regional, and national development actors (e.g., donors, NGOs, Ministers of Health, etc.).



- Participate and/or represent MNF in stakeholder discussions and planning on nutrition-related issues to ensure that MNF's position, interests, and priorities are fully considered and integrated in development planning and agenda-setting
- Promote knowledge exchange and expertise among alliances to achieve program goals on micronutrient and other nutrition-related issues
- Build a high performing team to ensure that the Forum has a strong internal competency to develop strategies and execute tactics on advocacy and communications work
- Work with project managers to ensure the advocacy and communications needs of projects are well defined and accomplished
- Work with the MNF management team to develop communications strategies for the MNF, and for the MNF's workstreams, to accomplish key communications goals including, but not limited to:
  - Disseminating technical knowledge through publications, resource hubs or other methods
  - Increasing the reach of the global conference and conference content
  - Positioning the Forum as the leading global knowledge broker and technical resource on micronutrient nutrition
- Ensure compliance with donor requirements for branding and marketing.

#### **Resource Mobilization (10%)**

- Work with the Executive Director and COO to stimulate and maintain donor interest and effective relationships
- Advocate for and mobilize funding to ensure the optimal functioning of projects
- Conceptualize and develop or contribute to concept notes and funding proposals

#### **Leadership (10%)**

- Serve as a member of MNF's Management Team, actively contributing to the organization's strategic and operational planning and performance management

### **Qualifications and Requirements**

#### **Education:**

- A Master's degree in international affairs, global public health, development studies, or a relevant sector.

#### **Experience:**

- At least 10 years' experience at the international and/or national level in advocacy and/or communications and/or public affairs for nutrition, public health or development sectors.
- Experience at the international or national level with developing and implementing innovative communications campaigns.
- Experience with leveraging social media to inform and influence key audiences.
- At least 3 years' experience managing and growing high performing teams.
- Strong network and networking skills in advocacy, media, etc.
- Knowledge of nutrition science, the nutrition landscape, and its key players at the global level.
- Ability to work autonomously in support of international and/or national programs.



- Work in settings with highly skilled technical professionals providing specialized technical services to clients and stakeholders.

**Skills:**

- Exceptional organizational, communications (both verbal and written), and interpersonal skills.
- Experience in managing partnerships with partners from various disciplines, sectors, and cultures is strongly preferred.
- Ability to work in a fast-paced environment with proven ability to analyze, problem-solve, manage people and projects.
- Fluency in both written and spoken English (U.S. State Department equivalent of 4S, 4R, and 4W).
- Collaborative management style.
- Strong writing and social media skills.

**Desirable:**

- Work experience in Low-and Middle-income (LMIC) countries.
- Fluency in a second language after English, e.g., French.
- Experience in managing key donor/partner relationships (e.g., government, foundations, private sector corporations, and/or non-profits).

**Compensation:**

A competitive salary and benefits package commensurate with experience.

## Note to Candidates

The Micronutrient Forum is an equal opportunity employer and is committed to foster and celebrate gender equality, diversity and inclusion in our organization. The Forum works to protect children and those seeking work will be assessed regarding their suitability to work with children. All qualified applications will receive consideration for employment without regard to race, age, gender identity, sexual orientation, color, religion, marital status, national origin, ethnicity, political beliefs, disability status, or any other status protected by U.S. federal, state, or local law, or international law.

## To Apply

- ⇒ Please email [hr@micronutrientforum.org](mailto:hr@micronutrientforum.org) with:
- ⇒ A Resume
- ⇒ A cover letter indicating why you are the right fit for the Micronutrient Forum and the role of the STfN Program Lead.

Please include your name and the title for this position in the subject line of your email. We will be accepting applications on a rolling basis