



MEDICAL AID FOR **PALESTINIANS**

### **JOB DESCRIPTION**

<b>Job Title</b>	Head of Advocacy and Campaigns
<b>Location</b>	London (hybrid)
<b>Mission</b>	Medical Aid for Palestinians (MAP) works for the health and dignity of Palestinians living under occupation and as refugees. MAP is the leading UK charity delivering health and medical care to those worst affected by conflict, occupation and displacement, in the occupied Palestinian territory, including Gaza, and Lebanon.
<b>Job Purpose</b>	MAP is in a period of ambitious growth and rapid development, as we respond to the massive humanitarian crisis in Gaza, the West Bank and Lebanon. The purpose of this role is to lead MAP's advocacy and campaigns work, including line managing a team. The postholder will lead the development and delivery of a UK and international advocacy strategy, as well as overseeing our policy and campaigns functions. The postholder will Raise MAP's profile, trust and reputation among target audiences including UK Parliament, the UK Government, international institutions, and NGO partners and campaigning groups.
<b>Hours</b>	Full-time
<b>Reporting to</b>	Director of Advocacy and Campaigns
<b>Contract</b>	Permanent
<b>Key relationships</b>	Advocacy and Campaigns Team, SMT members, Fundraising Team

## **DUTIES AND KEY RESPONSIBILITIES**

### **Leadership of MAP's UK and international advocacy and campaigning**

- Lead MAP's advocacy and campaigns, ensuring professional and impactful political influencing with key targets including Government, Civil Service, Parliament, and international institutions.
- Collaborate with the Deputy Director and colleagues in Palestine and Lebanon to align MAP's advocacy with programs, partners, and civil society networks, fostering participatory models to amplify community voices.
- Lead and manage a team, setting clear development objectives, ensuring effective delivery, meeting organisational objectives, and fostering an innovative and creative approach
- Working closely with colleagues in the Communications Team, oversee the development of impactful campaigns to mobilise supporters, the public and media to raise awareness, influence public narratives and drive action by the UK and other governments.
- Ensure strong working relationships with relevant colleagues, adopting and encouraging a collaborative working approach and building advocacy capacities across teams
- Collaborate with the Fundraising Team to identify and pursue opportunities for team growth, in line with organisational objectives.
- Represent MAP at meetings and briefings with key stakeholders and targets, and brief senior colleagues on strategy.
- Build a strong network of campaigning partners and contacts to help expand the reach and impact of our campaigns.
- Manage the team's budget

### **Advocacy and Campaigns Strategy**

- Collaborate with the Director and Deputy Director to develop and deliver a robust UK advocacy and political influencing strategy, aiming to secure impactful foreign and aid policy actions from the UK government and stakeholders to uphold Palestinians' rights to health, dignity, and justice.
- Develop and oversee a targeted international advocacy strategy, identifying opportunities and tactics to influence policies and actions of the US, European countries, and UN forums, supporting MAP's advocacy priorities.
- Oversee the development of creative and impactful campaigns to engage the UK and international public, civil society partners and influencers with MAP's advocacy priorities – and work with the fundraising team to integrate advocacy and fundraising campaigns.
- Develop power mapping of key policymakers, thought influencers and relevant institutions, and develop stakeholder engagement plans in line with strategic objectives.
- Set quantifiable and timely targets to deliver on this strategy and implement through effective project management.
- Implement monitoring, evaluation and learning processes to ensure the team's work remains ambitious and impactful and produce regular reporting for senior management and relevant stakeholders.
- Plan and identify key influencing milestones throughout the year and put in place outputs and work to use them to maximal effect.
- Promote MAP's advocacy priorities and improve collective impact through strategic

partnerships with other agencies, organisations, institutions and campaigning networks across the humanitarian and human rights sectors and beyond

### **Policy and research leadership**

- Oversee research and analysis to support policy and campaign objectives, ensuring evidence-based insights inform advocacy efforts.
- Work with the Deputy Director and Programmes teams to develop impact-focused research streams in line with our advocacy priorities and the data and insights produced by Programmes and partners
- Lead on the promotion of MAP's research, insights and policy products in line with our advocacy and influencing strategies.
- Work with the Deputy Director and Programmes teams to develop new participatory models of research and policy development with the communities we serve
- Lead the creation and coordination of MAP's policy positioning, identifying goals and avenues for influence to achieve them, and analysing risk and strategies for mitigation.
- Oversee and maintain effective mapping of the policy positioning of key targets of influence, using this to inform the wider advocacy and campaigns work and creating innovative ways to make the case to and move targets through influence.
- Develop tools to ensure MAP's policy positions, advocacy calls and insights are recorded and well communicated internally.
- Commission and provide detailed review of research and advocacy products, to ensure the highest standards of quality and evidence and alignment with MAP's policies, positioning and language guidelines, and ensure they are concise, audience-focused and impactful.
- Advise senior colleagues on contextual insights and MAP's policy and political positionality, including key recommendations for external targets

### **General Responsibilities**

- Support the mission, ethos and values of MAP.
- Support and promote diversity and equality of opportunity in the workplace.
- Work collaboratively with others in all aspects of our work.

### **PERSON SPECIFICATION**

- Demonstrable experience in developing and or delivering effective advocacy and campaigns strategies and outputs, including through effective political and policy influence.
- Excellent verbal and written communication skills
- Strong network of national and international policymakers & civil society partners.
- Excellent eye to detail, particularly as regards to the factual basis of advocacy materials, and commitment to high quality writing and editing.
- Strong organisational and time management skills: ability to prioritise team's work, and multi-task in a fast-paced work setting, sometimes with distressing content.
- Strong ability to represent MAP professionally at all times and acting as a spokesperson for an organisation when required.
- Strong understanding of UK and international policymaking landscape and levers of influence
- An understanding of humanitarian and aid policy, international humanitarian and human rights law, and key political debates on issues relevant to MAP's work
- Strong understanding of research quantitative and qualitative research methodologies

relevant to impact-focused research

- Fluency in English, spoken and written, is essential Arabic is desirable.
- Demonstrable experience working in national international political environment, public affairs and advocacy in the humanitarian or human rights sector
- Experience in developing and delivering impactful advocacy, research and campaigning strategies on behalf of a charity or non-profit organisation.
- Demonstrable experience leading on policy development, relationship management, influencing strategies, and stakeholder managementExperiences in management of projects.
- Experienced in leading a team, managing budgets and reporting
- Monitoring, evaluation and learning advocacy and campaigning activities
- Strong background in developing proposals and securing external funding for advocacy, research and campaigning

#### **Personal attributes and other requirements**

- Commitment to a zero-tolerance policy on sexual exploitation & abuse/safeguarding.
- Able to travel to Israel, Palestine, Egypt and Lebanon as required.
- Commitment to anti-discriminatory practice and equal opportunities.
- Commitment to upholding the rights of people facing disadvantage and discrimination.
- Commitment to the values and ethos of MAP.
- Able to work flexibly in emergencies and to meet specific deadlines including some evenings and weekends.