



GIRLS NOT BRIDES

The Global Partnership
to End Child Marriage



Director of External Engagement
RECRUITMENT INFORMATION

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INTRODUCTION TO THE ROLE

Girls Not Brides is the only global organisation uniquely focused on creating and sustaining a worldwide movement to end child marriage and ensuring that this movement leads to tangible change for the girls at risk or affected by the practice. We are a network of over 1,400 civil society organisations in over 100 countries working in partnership to end child marriage. Our vision is a world without child marriage where girls and women enjoy equal status with boys and men and are able to achieve their full potential in all aspects of their lives. Our vision challenges deeply embedded social norms that harm the lives of girls, women and their communities.

The Director of External Engagement at *Girls Not Brides* devises and oversees implementation of fundraising, communications, advocacy & campaigns strategy to help realise *Girls Not Brides*' vision of a world free of child marriage, where girls and women enjoy equal status to boys and men and can fulfil their potential in every aspect of their lives. Uses leadership skills and extensive experience of global and local fundraising, communications, campaigns and advocacy to support the organisation's strategic objectives - movement building, influencing and learning - to empower others, opening spaces for voices to be raised, and drive transformational change. Works as part of a globally-dispersed and diverse team, and closely with members, National Partnerships and coalitions. Contributes to the organisational strategy as a member of the Senior Leadership Team.

- Job location** London, UK (hybrid with up to three days on site). Includes international travel.
- Accountable to** Chief Executive Officer
- Salary range** £70,560 rising on an annual incremental basis. This is subject to a salary benchmarking taking place in 2024. *Girls Not Brides* also offers a generous 10% pension.
- Contract** This is a permanent full-time role. The successful candidate must have the right to work in the United Kingdom.

ABOUT GIRLS NOT BRIDES

Our history

Girls Not Brides was founded in September 2011 by The Elders, a group of independent global leaders working together to promote peace and human rights. They created *Girls Not Brides* to bring more attention to child marriage – and related practices that discriminate against girls and women – and to drive a global movement to end the practice. *Girls Not Brides* became an independent charity in 2013.

Our vision

Our vision is a world without child marriage where girls and women enjoy equal status with boys and men and are able to achieve their full potential in all aspects of their lives. Our vision challenges deeply embedded social norms that discriminate against girls and women, and have negative impacts in their communities.

Our work

Girls Not Brides is the only organisation uniquely focused on creating and sustaining a global movement to end child marriage, and ensuring that this leads to tangible change for girls. We are a network of over 1,400 civil society organisations in over 100 countries working in partnership to end child marriage.

Our strength and passion lie in these member organisations, who work tirelessly to ensure that all girls can stay in school, stay healthy and have the futures they dream of. They work across sectors – including health, education, human rights and humanitarian contexts – and range from small grassroots actors to large international organisations. Some are programme implementers and service providers, while others focus on research and advocacy, bringing child marriage to national, regional and international attention.

Many member organisations have come together to accelerate progress to end child marriage in their countries by forming National Partnerships and coalitions. They use collective engagement to consolidate their work and catalyse national action.

The *Girls Not Brides* secretariat works with member organisations and supporters to advance the knowledge base on child marriage, raise awareness of the issue and campaign for legal and social change. It does this by:

- Nurturing relationships with multilateral institutions, media outlets, potential donors, UN agencies and academic institutions.
- Convening member organisations and other key partners – like UN agencies, donors, governments, and academics – to address priority issues like how to measure progress.
- Supporting a shared understanding of what works to end child marriage.

Our core values

- Inclusivity
- Integrity
- Pragmatism
- Collaboration
- Respect
- Determination

- Building relationships with organisations and alliances working in different sectors – including education, health and humanitarian contexts – to ensure that child marriage is considered in their work.
- Sharing global and regional policy developments with member organisations, and spearheading collective advocacy to include child marriage in development and human rights frameworks.
- Increasing visibility and understanding of the impact of child marriage and amplifying local and global work driven by member organisations to end the practice.
- Ensuring member organisations have access to the tools and information they need to be effective.
- Facilitating collective action by member organisations at the global, regional and national levels.

Our impact

When *Girls Not Brides* was launched, the issue of child marriage was almost invisible for many, especially in global fora. A few determined organisations were working on the issue, but there was little scope for them to learn from one another, share resources or work together to increase their impact. Since then, millions of girls have enjoyed greater freedoms, opportunities and powers to decide and direct their own lives, as child marriage prevalence has declined 15% and 25 million child marriages have been averted.

This is largely thanks to the determined collective work of civil society, united around the vision of a world without child marriage, where girls and women can achieve their full potential. Highlights from our Partnership – which has grown from 50 to 1,400 member organisations in over 100 countries – include:

- The inclusion of a target to end child marriage in the post-2015 **Sustainable Development Goals**.
- Increased understanding of the range of approaches needed to address child marriage, and the role of different sectors, as outlined in our [Theory of Change](#).
- Work with intergovernmental bodies like the **African Union**, **South Asia Association for Regional Cooperation**, the **Commonwealth**, and the **Organisation internationale de la Francophonie**.
- Advancing work in Latin America and the Caribbean, in the region committing to addressing child, early and forced marriage and unions (CEFMU).
- The development of national action plans to end child marriage in over 40 countries.
- The launch of the [Girls First Fund](#), a multi-donor initiative to support community-based organisations working to end child marriage around the world. It initiated [VOW: To End Child Marriage](#), an innovative fundraising initiative.

PICTURED: A girl smiles during a break whilst rehearsing a musical performance at the Mariposa Centre in Cabarete, Dominican Republic. Photo: *Girls Not Brides*/Fran Alfonso.



KEY RESPONSIBILITIES OF THE ROLE

Strategic planning and organisational leadership

- Lead the implementation of the Secretariat's communications, advocacy and fundraising strategies which deliver on the vision, mission and goals set out in the Secretariat and Partnership strategies, 2022-25.
- Set out how the team will use creative campaigning tactics, targeted policy and advocacy, impactful communications and fundraising to help build the movement to end child marriage, influence those with power to make change, and share evidence and learning.
- Contribute to broad organisational leadership and strategic development, as a member of the Senior Leadership Team.
- Lead the communications, advocacy and fundraising teams, with up to five direct line reports, plus dotted line responsibilities.
- Responsible for planning and monitoring the directorate's budget
- Advise and inform the CEO, Board and other key stakeholders around key communications, advocacy and campaigns moments.

Empowered communications

- Support the globally-dispersed *Girls Not Brides* communications team to work with members to find and tell stories of girls' lives and of the latest evidence and learning that exemplify the realities of child marriage and the solutions; demonstrate that change is needed, and change is happening.
- Work with the Communications team to leverage a wide range of communications channels, including media, website, social media, and events to convey the key messages and findings from *Girls Not Brides*' work in a way that enables those without power to be heard, and convinces those with power to support positive change for girls.

- Oversee and explore ways of landing *Girls Not Brides* stories and policy and campaign asks at the local, national, regional and international level in a way that is context specific and impactful. Be creative and unconventional in your use of content and tactics to reach, engage and influence target audiences.
- Lead the communications team in inspiring audiences to support and join the movement to end child marriage and *Girls Not Brides*, through documenting and showcasing the results of collective action and developing compelling calls to collective action.
- Oversee the work of the communications team to hone and harness the potential of the *Girls Not Brides* brand, history, and global network to inspire change and increase member engagement.

Effective advocacy

- Oversee and facilitate direct and indirect engagements with policymakers and decision makers at the local, national, regional and global level, as well as those who influence and advise to take action to end child marriage.
- Lead on ensuring strong synergies between advocacy at national, regional and global levels, coordinating between advocacy team members in the regions and the global advocacy team.
- Lead global stakeholder engagement including working with relevant UN organisations, sector leaders, and thematic international organisations to ensure that child marriage is reflected in their policies, budgets and programming.
- Lead *Girls Not Brides* sector integration agenda, maintain strong existing partnerships, and identify new allies to enhance broader sector integration of ending child marriage.
- Support colleagues, National Partnerships and members to develop and use advocacy skills, and monitor, analyse, influence and respond to relevant legislative and policy opportunities at the global, regional and national level.
- Oversee production and dissemination of policy and advocacy content including fact sheets, policy briefs, updates, and position statements.
- Oversee trainings and development programmes for the secretariat and global partnership, including webinars and learning series.

Transformational campaigns

- Grow and strengthen the movement, harness its potential, ensure *Girls Not Brides* connects, empowers and amplifies diverse groups around the world united behind a shared cause.
- Oversee *Girls Not Brides*' work with local groups, activists, girls and their families to use campaigning and engagement to shift socio-cultural attitudes, including among elders and community leaders, about how girls can and should expect to be treated, respected and empowered.
- Work with the Advocacy team to identify and plan for at least four big moments in the year, either at the global, regional or national level where members of the wider movement can come together to collaborate for change, engage young activists, and support and learn from each other.
- Work closely with the Development and Outreach team to support and deploy champions, ambassadors, youth leaders and high-profile influencers to advance the cause of ending child marriage.

Impactful fundraising

- Direct and lead the implementation of *Girls Not Brides*' global and regional fundraising strategy for the secretariat and the wider movement, to ensure a diverse and sustainable income portfolio.
- Lead the creation and diversification of a business development plan, targeting new actors such as businesses, high-net-worth individuals, legacies, etc.
- Lead the cultivation and strengthening of donor relationships, alongside the CEO, to bring in new funding and grant renewals, build donors as champions.
- Oversee and ensure long term projection for income, also overseeing pipeline and prospecting and directing the development of concept notes and proposals.
- Oversee the development of a case for support, multi-year funding opportunities.
- Make recommendations to the CEO in relation to funding decisions, and sign off documents for donors in line with delegated responsibilities.
- Close liaison with CEO, Director of Operations and Finance to help develop annual budgets, targets and a sustainable growth model.
- Direct the development of donor communications and assets, including but not limited to annual reports and promotional materials.
- Assume responsibility for quality assurance on donor communications and collaborations.
- Contribute to the finance team's work on contracting and compliance.

Influential outreach and visibility

- Lead the development of a strategic approach to building the secretariat's visibility, partnerships and profile.
- Oversee the identification of strategic opportunities (including trips, events and media appearances) to profile the voices of *Girls Not Brides*' internal leaders and external stakeholders to advocate on ending child marriage.
- Oversee the planning and convening of *Girls Not Brides*' events and meetings calendar, as well as the high-profile visits to high prevalence and donor countries by the CEO, Champions, and Trustees.
- Alongside the CEO, lead and deepen the partnerships with the Girls First Fund and VOW for Girls at the global level.
- Oversee and lead the development and outreach team's work to support and deploy champions, advisors, ambassadors, youth leaders and high-profile influencers to advance the cause of ending child marriage across sectors (including politics, business, grassroots activists and NGOs).
- Represent *Girls Not Brides* externally and further cultivate *Girls Not Brides*' network of funders, supporters, Champions and Advisors.

Wider Organisational Responsibilities

- Commit to the mission and vision of *Girls Not Brides*, putting these at the forefront of all planning, work and actions.
- Uphold the core values of *Girls Not Brides* in all areas of work and interactions with colleagues, members, partners and other stakeholders.

- Line manage roles and consultants as necessary, delegating responsibilities and tasks as appropriate.
- Comply with *Girls Not Brides* policies and processes, with particular note for safeguarding, diversity and inclusion, the code of conduct and data protection.
- Prepare and deliver reports for the Senior Leadership Team and Board of Trustees, as necessary.
- Ensure that internal databases and monitoring information are kept fully up-to-date.
- Commit to ongoing personal development and learning.
- Fulfil any other reasonable requests for the advancement of *Girls Not Brides*.

PERSON SPECIFICATION

Essential experience

- Significant professional experience in a comparable role at a senior level in the not-for-profit sector, international/intergovernmental organisation or social enterprise.
- Degree-level qualification in a relevant area such as public policy, development studies, international relations, communications, human rights or gender issues or proven experience in a related field plus extensive relevant professional training.
- Proven experience of working with coalitions and the ability to inform international policy discussions with the realities of grass-roots work.
- A proven track record of successfully developing and implementing a fundraising strategy and raising significant levels of funding for an organisation.
- Broad experience in communications, development and outreach work, building and nurturing strong working relationships with a range of strategic partners.
- Experience of partnership building with stakeholders such as government ministries, NGOs, foundations, grass-roots groups, and champions of social change.
- Proven experience of working with coalitions and the ability to inform international communications with the realities of grass-roots work.
- Experience of successfully managing teams, including geographically dispersed staff.

Essential skills and knowledge

- Advanced and demonstrable understanding of strategic planning, resource mobilisation and communications.

- Demonstrated ability and understanding of how to deliver effective advocacy and/or communications and/or fundraising, development and outreach strategies on global social issues that align with and further an organisation's strategic goals.
- Excellent strategic thinking and practical planning ability.
- Exceptional written and oral communication skills, including the ability to work with a diverse range of actors at different levels and from different cultural contexts.
- Confident networker and influencer with the ability to represent *Girls Not Brides* at high-level events.
- A strong understanding and ability to contribute to the advancement of Diversity, Equality and Inclusion (DEI) at organisational and partnership levels.

Essential values and attributes

- Strong commitment to the mission and values of *Girls Not Brides* and our vision in relation to addressing child marriage and the empowerment of girls and women.
- Proactive and able to confidently take initiative and make appropriate decisions.
- Willingness to work flexibly and regularly travel internationally, as necessary.

Desirable

- Experience managing or supporting organisational change processes.
- Advanced knowledge of French and/or Spanish is highly desirable.
- Direct experience of advocating or campaigning on child marriage or closely related issues.

Safeguarding

Girls Not Brides is committed to safeguarding all children, young people and adults at risk with whom our staff and representatives work and interface. Any employment with *Girls Not Brides* may be subject to the satisfactory completion of a background check and criminal records check which can include but is not limited to: an overseas police record check, a Disclosure and Barring Service Check (for those based in the UK) or an International Criminal Record Check (if applicable).

HOW TO APPLY

Girls Not Brides is an equal opportunities employer. We embrace diversity, equal opportunity and inclusion in a serious way. We are committed to building a staff body that represents a variety of backgrounds, perspectives, and skills. The more inclusive we are, the better our work will be.

The closing date for this role is 23.59 GMT on Sunday 23 June 2024

Interviews will be held in person (London) on the 19 July 2024

To apply, please click on the ['Apply now'](#) button on the job page and submit your CV and a brief cover letter demonstrating how you meet the criteria.

We regret that due to the large number of applications anticipated, only shortlisted candidates will be contacted.

