

**Consultancy: Campaign
Project Manager**

1. Background

The Global Polio Eradication Initiative is a public-private partnership led by national governments with six partners – the World Health Organization (WHO), Rotary International, the US Centers for Disease Control and Prevention (CDC), The United Nations Children’s Fund (UNICEF), Gates Foundation and Gavi, the vaccine alliance. Its goal is to eradicate polio worldwide.

In July, the GPEI Resource Mobilization Group determined that it would establish a rolling campaign model for the 2024-2029 extended strategy period. This means that rather than a one-time global pledging moment, GPEI aims to build momentum through a series of events or hooks at global, regional, and country levels – some already planned and some to be tailor-made – to announce or draw attention to pledges and key historic milestones. These could include: an annual gathering of high-level stakeholders where new gender champions are announced; a contribution signing from a major donor or several donors in the sidelines of a global multilateral gathering; the 30th anniversary of the Americas being certified polio-free. This approach has several benefits: it strategically positions each event or milestone as building on the previous one, in a journey towards our financial goal; it respects the variable pledge periods with donors, easing administrative steps; it provides more focused and strategic recognition opportunities for donors; and it complements the other major public health investment cases in the coming months by avoiding a pledging moment.

This role would guide and support a GPEI working group to ultimately develop a rolling resource mobilization strategy for this effort that would: scan the events coming up, to brainstorm what other moments could be constructed, and to consult on the message and common look and feel of such a campaign with input from market groups, the comms group, and program colleagues including gender specialists. It would be supported by a project manager funded by the World Health Organization.

2. Deliverables

The consultant will support the strategic efforts to mobilize funds through a rolling campaign. Core responsibilities include:

- Provide guidance to facilitate the coordination of GPEI rolling campaign working group, with project management support from Global Health Visions.
- Identify the optimal time for GPEI donors to make additional commitments to GPEI by scanning upcoming events and determine whether standalone events need to be developed.
- Ensure that any standalone pledging moments are incorporated appropriately into the campaign, supporting the lead partner in the donor relationship.
- Work with the GPEI donor communications function and Global Communication Group to develop amplification plans around the events.
- Develop a strategy to publicly recognize and track commitments and ensure it is aligned with internal GPEI reporting and governance structure.
- Provide advice to strengthen communication within GPEI advocacy partners and ensure alignment with rolling replenishment plans.
- Enable strong coordination between GPEI and other Global Health agencies that are also fundraising at this time (Gavi, GFATM).

Deliverables:

- Inception Report: 15 December 2024
- 2025 Outreach and donor recognition plan: 1 February 2025
- Updated public tracker of donor pledges for the 2022-2029 period: 1 March 2025
- Recommendation for engagement strategy, including pledging moments through 2026: 15 April 2025
- Completion report and handover 14 May 2025

3. Qualifications, experience, skills and languages

Education

Advanced degree in international relations, development or business.

Experience

- At least 10 years of experience in resource mobilization and communication some of which in public health with progressive years of experience in senior and/or leadership roles. Related experience at international level.
- Recognized expert in diplomacy, advocacy and communications with a knowledge of development and global health (immunization experience is a must) with strong leadership skills, and experience in developing policy, advocacy and communications strategies.
- Experience in resource mobilization is crucial, working in government (developed and developing countries), United Nations, academia, and civil society strategic and/or advisory roles aimed at influencing policy change in donors, developing countries and multilateral organizations (preferably with a mix of service in the public and nonprofit sectors).
- Deep understanding, experience and expertise in resource mobilization, global health and development issues, particularly in defining advocacy and communications strategies to achieve advocacy goals and policy change.
- Experience in defining strategies for influencing policymakers and other external partners, including governments, private sector, parliamentarians, academia, civil society organizations (CSOs), coalitions, the media and other key external constituencies at global level.
- Experience developing, managing and implementing projects, including partnering with grantees to define objectives and deliverables and monitoring and evaluation of results.
- Demonstrated success in leadership roles developing and managing policy and advocacy organizations, programs or initiatives requiring a combination of prioritizing demands, and strong analytical, writing and leadership skills.

Skills/Knowledge

- Recognized internally and externally by the global professional community as an expert within a particular specialized field.
- Proven ability to lead and influence others in a constructive manner and to build and sustain collaborative relationships.
- Experience as technical resource to teams and leadership on impact, cost efficiency and decision analyses.
- Excellent verbal and written communication skills, able to effectively synthesize information to reach diverse audiences and build consensus.
- Knowledge methods of impact evaluation, operational research, and modelling.
- Strong quantitative analytic skills.
- Ability to work with flexibility and a high level of rigor, collaboration, and diplomacy, both individually and as part of a complex team effort.
- High standards of personal integrity.

Languages

Essential: Expert knowledge of English.

Desirable: Working knowledge of French.

4. Technical Supervision

Unit Head, Resource Mobilization and Communications

5. Location

Remote

6. Travel - If travel is involved, full medical clearance is required

The consultant may be asked to travel on behalf of the Organization during the assignment.

7. Remuneration and budget (travel costs excluded)
Rate: 625USD per day
8. Duration
6 months – 12 working days per month
9. Application Process
Interested candidates should submit their CV by close of business on 7 November 2024 to aguete@who.int . Only those candidates considered for the position will be contacted.