



**POSITION:** Advocacy Campaign Manager – Alcohol Harms Reduction

**REPORTING TO:** Alcohol Harms Reduction Task Team

**REMUNERATION:** Negotiable

**LOCATION:** Cape Town, South Africa

**START DATE:** ASAP



## **Background**

DGMT is a node of public innovation for South Africa driving towards a flourishing South African people, economy, and society. Our approach focusses on identifying key opportunities to shift the trajectory of human development; and to tackle the underlying social and structural dynamics that shape the outcomes of our programmes.

We operate by supporting and drawing on the grounded innovations of civil society; identifying and incubating breakthrough strategies; engaging in policy processes; and developing strategic coalitions and public advocacy. One of our strategic objectives is to reduce the social and public health harms linked to alcohol abuse. DGMT's alcohol harms reduction strategy seeks to address the structural and systemic causes of alcohol abuse by advancing legislative and policy changes aligned to the World Health Organisation's Five Best Buys.

## **The Role**

We seek a dynamic individual to act as the initiative's Advocacy Campaign Manager to provide strategic vision and drive the development of a powerful public advocacy strategy. The Advocacy Campaign Manager will be responsible for leading the design and implementation of a public advocacy strategy focused on creating awareness of the 5 best buys, strategically mobilizing civil society organisations behind the 5 best buys, and elevating the 5 best buys in public discourse about harms related to alcohol. This public advocacy strategy will support and work closely with the DGMT team focused on engaging directly with policy makers – as part of one bigger alcohol harms reduction strategy.

We are looking for an outstanding candidate with extensive experience in strategic communications, advocacy and policy development, design, and delivery and who will help us on our quest to transform liquor industry practices that drive a culture of binge drinking. The role will report to the Alcohol Harms Reduction task team and will work closely with the project leads. With time and clarity of strategic direction from the advocacy manager, this role will be supported by additional communications support.

### **Responsibilities**

- Provide communications landscape, political and socio-economic intelligence, and insights to inform the projects advocacy, policy and communications decisions and approaches
- Base his/her work on best practices, leveraging appropriate behavioural insight to drive a compelling advocacy strategy
- Work closely with the DGMT team in developing a long term (2- 3 year) communications strategy that drives the achievement of the project's mission
- With the DGMT team, develop and implement communications plans and campaigns in support of the strategy and its communications and policy goals
- Manage the campaign and DGMT's brand and reputation, monitor perceptions, track shifts in opinion related to alcohol harms and respond to inquiries
- Represent the campaign to internal and external audiences, including both formal and informal presentations - explaining and advocating for its priority issues, attending conferences and other meetings as necessary
- Work internally and externally with partners/allies to align strategies, gather information, and execute communications projects, including liaising with partners and consultants to deliver communications plans
- Work with internal and external stakeholders to develop high quality communications content that is needed to fulfil the demands of communications strategies, approaches, and plans
- Working with the DGMT team to identify and form strategic alliances with diverse and credible opinion leaders and influential individuals and organizations to help elevate priority focus areas
- Build and maintain relationships with media partners
- Strong digital media engagement experience - both strategy development and execution

### **The Ideal Candidate**

- Established leader in policy, advocacy, and communications with strong network of government, NGO, and media relationships in South Africa
- Advanced degree with 5 - 10 years of relevant professional experience
- Demonstrated ability to design and implement advocacy strategies aligned with specific programmatic and organizational outcomes
- Demonstrated ability to use research, policy, and legislative dynamics to shape advocacy and communications strategies

- Demonstrated experience developing collaborative relationships and effectively engaging with a wide array of stakeholders not limited to government but with influencers, civil society organisations and partners
- Experience within the alcohol environment is advantageous
- Ability to convene, lead and influence others to align to shared strategy goals
- Demonstrated experience managing conflict and building consensus
- Outstanding interpersonal skills and humility – ability to listen and absorb perspectives from stakeholders and synthesize into thoughtful and well-designed comprehensive communication products and campaigns
- Good knowledge of complex programme design that involves working with multiple stakeholders including technical experts, government, and civil-society partners
- Excellent oral, facilitation, and written communication skills, able to effectively synthesize information to reach diverse audiences and build consensus
- Ability to be self-guided and work effectively and comfortably with sensitivity across barriers such as language, culture, and distance
- Demonstrated ability to function successfully in a politically demanding environment
- A passion for social justice and confidence to speak to this work in the public
- Build and nurture leaders in the policy & advocacy space
- Excellent organizational skills and demonstrated experience managing coordination mechanisms designed to lead teams through a complex and ambiguous task

### **How to apply**

Interested applicants should submit the following by e-mail to [loba@ngorecruit.com](mailto:loba@ngorecruit.com) quoting reference number **NDT006**:

- A CV in word or PDF format (please include **3** references)
- A 1-page cover letter outlining how your skills and experience align with DGMT's mission and the unique qualities you will bring to this role.

Application Deadline: **21 January 2022**

Interested applicants are encouraged to **apply ASAP**. Only shortlisted candidates will be contacted.

For more information about DGMT, visit their [website](#) and social media pages: [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).