

Position Specification



The Global Fund

Head of Communications

Position Specification

Ref: Head of Communications
Global Fund to Fight AIDS, Tuberculosis & Malaria

Our Client

This specification should be read in conjunction with information on the Global Fund's website at: <http://www.theglobalfund.org>

Background

The Global Fund is a partnership designed to accelerate the end of AIDS, tuberculosis and malaria as epidemics. As an international organization, the Global Fund mobilizes and invests more than US\$4 billion a year to support programs run by local experts in more than 100 countries. In partnership with governments, civil society, technical agencies, the private sector and people affected by the diseases, the Global Fund is challenging barriers and embracing innovation. The Global Fund is agile, responsive and committed to serving affected communities, putting implementing countries in the lead to deliver healthier, productive and stable families, communities and nations. Through its innovative partnerships, the Fund has disbursed more than US\$30 billion to support programmes in more than 150 countries. Overall, the number of deaths caused by AIDS, TB and malaria each year has been reduced by one-third since 2002 in countries where the Global Fund invests. In 2018 alone, the Global Fund have provided antiretroviral therapy for HIV for 18.9 million people, anti-tuberculosis treatment for 5.3 million people, and distributed 131 million long lasting insecticidal nets for the prevention of malaria.

The Global Fund's Strategy 2017-2022: Investing to End Epidemics

The Global Fund's 2017-2022 strategy, Investing to End Epidemics, is to invest for maximum impact, supporting the implementation of programmes in the most effective way possible. It is aligned fully with partner plans and with the SDGs, and will contribute to the 2030 agenda. It outlines a bold agenda for the six-year period, 2017-2022. It is based on an ambitious vision, mission, and four strategic objectives, which are each underpinned by a number of sub-objectives and supported by two strategic enablers. The core objectives of the Global Fund 2017-2022 strategy are:

1. Maximising the impact of investments for HIV, TB and malaria requires differentiated approaches for diverse country contexts, increased alignment, and planning for sustainability of programmes. Countries must be supported to implement and sustain impactful programmes targeting the three diseases from both a programmatic and financial perspective over the longer term. Successful implementation of this strategy will contribute to progress in the fight against the three diseases aligned with the UNAIDS Fast Track Strategy, the End TB Strategy, and the Global Technical Strategy for Malaria; and to the achievement of the Sustainable Development Goals.

2. Building resilient and sustainable systems for health are crucial to ensuring that people have access to effective, efficient, and accessible services through well-functioning and responsive health and community systems. The existence of strong systems for health is essential to making progress against HIV, TB and malaria, and to ensuring that countries can address the varied health challenges they face from reproductive, men's, women's, children's, and adolescent health, to global health security threats, to non-communicable diseases.

3. **Human rights barriers**, stigma and discrimination undermine an effective response to the three diseases. Promoting and protecting human rights is essential to ensure that countries can control their epidemics, scale up where needed, and sustain their gains. **Addressing gender inequality** is essential as it drives increases in infection rates, and contributes to differential access to health services for men, women and transgender people. Gender inequality reduces the ability of women and girls to protect and keep themselves healthy, and access social services like education.

4. **Mobilising increased resources** is required for successful scale-up of the response to the three diseases. According to the global technical strategies against HIV, TB and malaria, the global health community must front load investments during the next strategy period to maintain the gains made to date and accelerate progress.

Through this strategy, the Global Fund will contribute to the 2030 agenda including the principle of shared responsibility, the approach of inclusive, multi-sectoral participation, and the priorities as outlined in the SDGs. In particular, financing provided through the Global Fund will be a major contributor to enabling countries to meet Goal 3 and the associated target that seeks to end the epidemics of AIDS, TB, and malaria by 2030.

Global Fund Principles

The work of the Global Fund is based upon four principles – partnership, country-ownership, performance-based financing and transparency – empowering implementers to lead the response to the three diseases, supported by a diverse range of partners in the health sector. The Global Fund plays a critically important role, and it is imperative that funding is invested for maximum impact, supporting the implementation of programmes in the most effective way possible.

The Role

The overarching mission of the Communications Department is to contribute to sustain the global momentum to end HIV, Tuberculosis and Malaria in 2030 by leveraging the Global Fund partnership's brand, influence and relationships through the development and the roll-out of an ambitious communications strategy.

Following a comprehensive review of the Global Fund's brand positioning, communications needs and approaches, the strategic intent of the Communications Department has been entirely revisited and aims at:

- Strengthening the Global Fund's brand positioning amplifying its multiple voices and boosting its creativity to achieve greater distinctiveness and impact;
- Boosting the Global Fund visibility and influence leveraging its thought and practice leadership in the global health space, to sustain and grow the commitment of key stakeholders and decision makers to ending HIV, TB, and Malaria;
- Increasing organizational impact through consistent and effective communications across the Global Fund partnership

The Head, Communications is the primary respondent to strategic organizational communications needs and plays an important leadership and coordination role within the External Relations and

Communications Division and across the Global Fund Secretariat to achieve a step-change in its overall communications impact.

The Head, Communications leads a team of 30+ talented and committed professionals working across executive, internal and operational communications, publications, digital platforms, marketing and events, creative direction, public relations, influencers/talent engagement and translation services.

The Head, Communications is a connected, dynamic and highly creative leader, deeply committed to the Global Fund's vision, mission and values, and with strong political instinct.

Key Responsibilities

As Senior Manager within the External Relations & Communications Division, the Head, Communications will lead and develop the Global Fund's capabilities in the following areas:

1. Develop and implement the Global Fund's Communication strategy and workplan

- Design and develop a comprehensive, sustained and measurable communications strategy aimed at the Global Fund key audiences across donors, partners, advocates, implementing partners, constituents, the wider public as well as the Global Fund Secretariat;
- Shape and lead on the overall communications agenda of the Global Fund, in collaboration with key stakeholders, in particular with External Relations, the Executive Director Office, Grant Management, and Human Resources.

2. Enhance the Global Fund brand positioning and influence

- Lead on the development of strategies and tactics to sustain and increase the Global Fund positive brand positioning across key audiences, enhance its influence in the global health public debate and help sustain global commitment to ending HIV, TB and malaria
- Develop and nurture key relationships and partnerships internally and externally, including with key journalists, global health and development partners, advocates, influencers and celebrities to advance the Global Fund agenda
- Monitor the external trends, and track analytics to inform the organisation's leadership positioning and external engagement;
- Act as a spokesperson and represent the organization externally in particular with the media and at public events.

3. Provide effective executive and operational Communications support

- Provide high-level counsel to senior leadership, especially the Executive Director;
- Respond to priority strategic communications needs across Divisions and Departments at the Global Fund;
- Engage with partners and advocates on joint communication initiatives;
- Be responsible for reputational risk management through development and activation of communications mitigating measures.

4. Strengthen the Communications Operating model

- Define and deliver an effective and agile Communications operating model in line with the ERCD and Global Fund strategic vision and key priorities;
- Nurture and improve communication strategic support to key Global Fund workstreams and initiatives to support staff engagement, operational effectiveness and impact;
- Have the overall responsibility and leadership for the communications Department, ensuring seamless communications operations & process management;
- Thrive to ensure the communications functions remain abreast of the latest developments in particular in the new technologies landscape, agile, and creative.

5. Team leadership and management

- Play an active role in the management of the division as part of ERCD leadership team, collaborating actively with the Head of Donor Relations, Head of Private Sector Engagement, and Head of Political and Civil Society Advocacy;
- Lead, manage, mentor and coordinate the work of a team of +/-30 highly skilled professionals across marketing and creative direction, public relations, and executive and operational communications;
- Nurture collaboration and teamwork in and across the teams, to include but not limited to: overseeing development and monitoring of the team's budget, strategy and work plan; oversight of individual work plans and motivating, guiding, monitoring and empowering staff to fulfil their full potential.
- Promote and model excellence throughout the organization; and manage and resolve problems in a timely manner towards achieving the mandate of the team and Global Fund more broadly.

Key Metrics

Performance will be measured in-line with the specific responsibilities described above, plus any additions deemed priorities to achieve the Global Fund's strategy and mission. Four sources of information will be critical in informing the performance evaluation:

- 1) Relevant Performance and Accountability (P&A) metrics specific to the Secretariat's Communications processes and initiatives.
- 2) Relevant impact metrics, audience analytics and client satisfaction
- 3) Feedback from partners within the Global Fund Secretariat, particularly from the ED, MEC members, and within ERCD (peers and teams)
- 4) Feedback from key partners, civil society advocates, influencers, bilateral and multilateral partners, and other stakeholders.

Other sources of information can be used, as deemed relevant to achieving the outcomes.

Key Internal Relationships

Key internal relationships may provide additional context to this role:

- Director ERCD and ERCD Leadership team
- Executive Director
- Management Executive Committee Members

- Department Heads
- Board Leadership and constituencies
- Country Teams

Key External Relationships

Key external relationships may provide additional context to this role:

- CEO/Head/Coordinator and senior leadership levels in private and public sectors
- Directors of Communications in global health and development partner organizations
- Strategic partners, advocates and influencers across governments, civil society, the private sector, the UN and other multilateral agencies
- Key journalists
- Communication and PR agencies

Candidate Profile

Qualifications

Essential:

- Advanced university degree in communications/public relations/marketing/public affairs/international relations

Desirable:

- Specialized post-graduate qualification in public health, global development, or human rights

Experience

Essential:

- Have very strong leadership skills and work ethic
- Have a demonstrated track record and ability to develop and manage strong working relationships with senior leadership
- Demonstrate outstanding interpersonal, communication and influencing skills in at least 2 languages including English
- Have deep experience and knowledge of the global media and major social media platforms landscape
- Extensive proven experience in / understanding of the role of communications in support of fundraising
- Extensive proven experience in / understanding of the role of communications in supporting employee engagement and operational impact
- Extensive experience in / understanding of the role of brand and creative content in communication impact
- Exhibit excellent management and leadership skills with the ability to energize high-performing diverse teams
- Exhibit the ability to manage confidential information with discretion and integrity
- Have experience and understanding of audience measurement tools and analytics
- Commitment to the GF mission and values including gender and diversity

Desirable:

- Over 10-12 years of experience with demonstrated success in senior communication positions across corporate communications, media relations, digital communications, creative content, brand and marketing, including at least 5 at global level, preferably in a global health / global development context
- More than 6 years people management experience
- Knowledge of global health / global development landscape
- Experience in crisis communication
- Experience living and working in multiple countries, including in a developing country context

Languages:

Outstanding English language verbal and written skills as well as another language, preferably French. Knowledge of other languages would be an asset.

Competencies**Organizational Competencies:**

- Global Fund awareness and mind-set
- Service orientation
- Drive for results
- Collaboration
- Interaction
- Adaptability

Functional Competencies:

- Communication
- Analytical
- Business
- Geopolitical Awareness
- Multicultural Understanding
- Project Management

Location

The Head of Communications will be based in Geneva.

Application Instructions

The closing date for applications is at **12:00 PM BST, February 19, 2021.**

To apply, please send a full CV together with a supporting statement, briefly highlighting your experience and skills against the requirements of the role, to responses@russellreynolds.com. Please quote the role title and assignment code **2101-020L** in the subject heading of the email. All applications will be acknowledged.

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All appropriately qualified people regardless of their nationality, ethnicity, sex, marital status, civil partnership status, disability, age, religion, political belief, sexual orientation, health status or transgender status, and individuals who are living with HIV are encouraged to apply. The Global Fund is highly committed to diversity.