

## Vacancy Announcement by Partnering Hope into Action Foundation (PHIA)

Basic Information	
Position	Campaign Coordinator
Location	Lucknow (Uttar Pradesh)
No. of Position	1 Position
Salary	Negotiable based on experience and salary History
Joining date	As earliest as possible
Last Date of Application	27 <sup>th</sup> September 2022 (Interviews will be conducted on a rolling basis)

### About PHIA Foundation

Partnering Hope into Action (PHIA) Foundation is a Charitable Trust registered in India that works on the issues of social exclusion and poverty reduction. PHIA through its affiliate and partners brings in a long legacy of over 50 years of experience and expertise in development and humanitarian work in India and globally and draws upon its wide portfolio of partnerships with grassroots civil society organizations. This includes the flagship PACS Programme that has reached over 9 million people in 7 of the poorest states, helping socially excluded communities claim their rights and entitlements. While the PACS program concluded, PHIA Foundation is helping take the processes and initiatives under PACS further into a new phase. PHIA strives to empower women, poor, marginalized and other vulnerable groups for non-discriminatory access to rights and entitlements: in essential services, gainful livelihoods, relief during emergencies and address inequality and inter-generational poverty. The issue of gender equality crosscuts all its work.

### About the Project

This position is for a project titled '**It's Possible Campaign on gender equality**' being implemented in the 3 states of **Jharkhand, Madhya Pradesh and Uttar Pradesh**. It's Possible campaign believes that direct action with men and boys is crucial to prevent inequality, exploitation and violence against women and girls. The campaign aims at challenging and changing these popular and perceived ideas emerging from a feudal and patriarchal mindset and notions of power. The campaign strongly believes that for change to be long term and sustained it must start with the **self** and focuses on initiating dialogues and reflections around the 'self', exploring one's values, beliefs and actions both in the private and public sphere. While the campaign primarily engages with young people of all gender identities, **young men and boys are its focused target group**. The campaign would work on changing the perceived 'masculine' and 'feminine' mindsets, attitudes and behaviour around the following five key themes:

- Language
- Honour
- Freedom of choice
- Division of labour at home
- Parenting

To change this status-quo, there is an urgent need to work with individuals, especially men and boys to reimagine gender. The Gender Campaign, through this project would address this gap by creating a welcome space among youth (especially young men) to talk about people's notion around gender from a very personal experience. It would focus on deconstructing the notion of power; rejecting power in the form of

‘Power Over’ and embracing power in the form of ‘Power Within, which initiates the process of empowerment. This would challenge patriarchal ideas and bring change in behaviour and attitudes that are based on values of equality, dignity and justice.

### **Key Roles and Responsibilities of the Position**

The Campaign Coordinator is a key position in the effective implementation of the project with the following key roles and responsibilities:

- Responsible for overall planning, coordination and grounding of the campaign including a comprehensive campaign activity plan/calendar for various state wise activities.
- Managing the social media platform of It’s Possible (Facebook, Instagram, Twitter) including live streaming of activities being conducted, in case needed.
- Designing and creation of posters, pamphlets, videos and content around the activities to be conducted in the campaign.
- Work closely with the campaign coordinators in UP and MP for effective implementation of the state campaign plan
- Engage and liaise with different stakeholder’s and support organization to ensure timely attainment of the project deliverables.
- Pro-actively identify and build a database of prospective campaign allies both in the social, academic (colleges), youth organization, youth group etc.
- Provide leadership and direction to all the campaign staff to ensure timely completion, in both quantitative and qualitative terms, of all the project activities within the framework of the project.
- Plan and design various mass engagement activities over both online and offline platforms on different thematic aspects of the campaign
- Work to build budgeted/ nonbudgeted partnerships/raise resources and create customized pitched for prospective sponsors/partners.
- Facilitate capacity building and training processes and extend technical support to the project team, virtually and offline (as and when possible)
- Review and monitor progress of campaign activities receive feedback and learning from campaign staff, state leads and other stakeholders to ensure the project is on track and will meet the campaign deliverables.
- Finance review and analysis with support of finance team.
- Reporting and other statutorily compliances including documentation of progress reports, capturing outcomes and change stories.
- Perform other related responsibilities as may be assigned or delegated time to time by the line manager.

### **Minimum Qualifications and Experience:**

- Postgraduate in Social Sciences, Social Work, Rural Management, Media Studies, Mass Media or other relevant disciplines
- Relevant work experience in similar role in the social development sector.
- Experience of running/managing public facing campaigns, project roll-out, implementation and monitoring and partnership management.
- Sound understanding on social development issues from a gender and inclusion perspective
- Ability to lead a team independently and being able to provide mentoring support to the team.

- Experience in coordination with various external stakeholders including government and private sector.
- Strong interpersonal and communication skills.
- Excellent command over Hindi and English (both writing and speaking).
- Willingness to travel to the field areas as required in the project (if the current situation allows)

#### **How to Apply:**

Eligible candidates interested in this position are requested to apply through this link [https://docs.google.com/forms/d/e/1FAIpQLSeYhiN7HU\\_VtNPm3Sd49PJJt-9ZK67XJer3stoU03I-NIOncw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSeYhiN7HU_VtNPm3Sd49PJJt-9ZK67XJer3stoU03I-NIOncw/viewform) with an updated resume including the names of two referees, one of whom should be your present or last Reporting Manager, by or before **15-09-2022**. The interviews will be conducted on a rolling basis as we keep on receiving applications till a suitable candidate is found, so the applicants are advised to apply as early as possible.

PHIA constantly strives to have an inclusive and diverse team and individuals from marginalised sections like Scheduled Castes, Scheduled Tribes and others, women and other gender identities are encouraged to apply. Owing to the high number of applications expected, only short-listed candidates will be contacted. If you do not hear back from us by **15<sup>th</sup> September 2022** kindly assume that your application has not been considered this time by us.