

**She** Decides.

APPOINTMENT OF

**LEAD**



 Perrett  
Laver

AMERICAS ASIA PACIFIC EMEA

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# INTRODUCTION

Dear Candidate,

Thank you for your interest in the Lead role for the Global SheDecides Movement.

Together with Lilianne Ploumen MP, Vice-Chair, whose brave action at the start of 2017 led to this movement, alongside the Guiding Group, Champions and Friends of the movement, we are committed to creating a world that is better, stronger, safer for every girl and woman all over the world.

I am thrilled that you are considering joining us on our mission to create a world where every girl and woman can truly decide about her body, her life, and her future. Without question. As Board Chair, I am so proud of what SheDecides has achieved since being founded in 2017. Firstly, by appointing a young African woman as Chair in a global leadership role, we have been committed to challenging the global status quo from the very start. In just four years this movement has gained 47 Champions: global leaders including ministers, heads of leading NGOs and professional organisations, academics, artists and young activists using their power and influence to make a stand for her right to decide. We have the 25x25 Young Generations of Change (2019) and Equality (2020): two groups of 25 young people from 25 countries who turned 25 in 2019 (ICPD+25) and 2020 (Beijing+25) respectively, who are so passionate and committed to creating an equal world where every woman and girl can decide.

We have 23 national and regional SheDecides Movements (13 in Africa, 7 in Asia, 2 in the Arab Region, 1 in Europe) and SheDecides now consists of 125,000 Friends, from over 180 countries, each having signed our manifesto.

We are at a crucial and exciting stage of the movement since the Global Gag rule was repealed by the U.S Biden Administration in January 2021 and we need a Lead that will guide us through the next stage of our growth and impact.

The Lead will need to have significant practical experience in political mobilisation and global advocacy, leadership and excellent communication skills. The Lead will need to have the commitment, passion and values with which to galvanize the movement to Stand Up and Speak Out in support of her right to decide.

If you can demonstrate the required values, skills and experience for this role, we look forward to receiving your application.

### **Tikhala Itaye**

Chair of the Board (Guiding Group), SheDecides

# ABOUT SHEDECIDES

**SHEDECIDES IS A GLOBAL POLITICAL MOVEMENT DRIVING CHANGE, FUELLED BY ACTIONS IN COMMUNITIES, WITH YOUNG PEOPLE AT ITS HEART. THE MOVEMENT WAS ESTABLISHED IN 2017 AND BRINGS TOGETHER A CRITICAL MASS OF PEOPLE AND INSTITUTIONS WILLING TO STAND UP AND SPEAK OUT FOR BODILY AUTONOMY AND HER RIGHT TO DECIDE ABOUT HER BODY, HER LIFE, AND HER FUTURE, WITHOUT QUESTION.**

We see a world where every girl and woman can exercise her right to privacy, gender identity, choosing partners, pleasure, marriage, children – and integrated services covering contraception, pregnancy, abortion, infertility, STIs, HIV, cancers and violence. We see a world where forced marriages, child marriages, female genital cutting & mutilation, and all forms of violence against women and girls are things of the past.

The movement is now guided by a Strategy 2019-2021 with a costed workplan and is supported by the SheDecides Support Unit (SDSU), hosted under the auspices of the International Planned Parenthood Foundation (IPPF).

## Vision

A world where every girl and woman can decide what to do with her body, with her life and with her future. Without question.

## Purpose

We enable courageous collaboration driving progress towards a world where every girl and woman can decide what to do with her body.

## Values

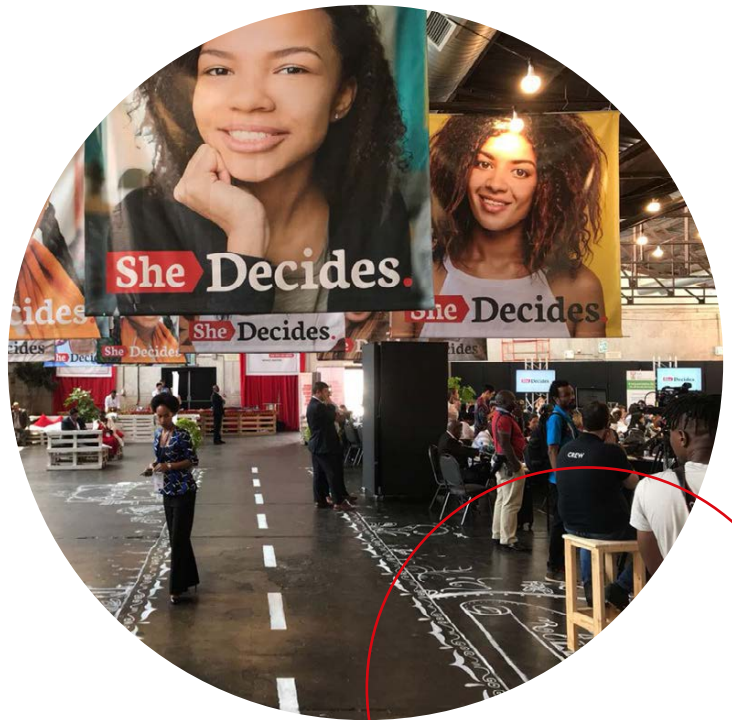
We enable her to decide.

We disrupt any environment where her choice isn't hers.

We empower her to have the right.

We re-ignite her dignity.

We strive for complete freedom.





## THE STORY

**SHEDECIDES WAS LAUNCHED AT THE START OF 2017 AS A MOVEMENT TO SUPPORT THE RIGHTS OF GIRLS AND WOMEN TO DECIDE FREELY AND FOR THEMSELVES ABOUT THEIR SEXUAL LIVES, INCLUDING WHETHER, WHEN, WITH WHOM AND HOW MANY CHILDREN THEY HAVE. SHEDECIDES BEGAN WITH TWO WORDS, THEN A ONE DAY CONFERENCE, AND HAS RAPIDLY EVOLVED INTO A GROWING GLOBAL MOVEMENT WHICH IS GUIDED BY THE VISION IN THE SHEDECIDES MANIFESTO:**

**A new normal where girls and women decide about their bodies, their lives, their futures. Without question.**

SheDecides was created as an urgent response to US President Donald Trump's reinstatement and dramatic expansion of the Global Gag Rule – also known as the Mexico City Policy – in January 2017. The situation is now far worse, especially for access to safe abortion and comprehensive sexuality education.

This attack on women's human rights prompted then Dutch Minister for Foreign Trade and International Development, Lilianne Ploumen, along with her counterparts in the governments of Belgium, Denmark and Sweden, to launch SheDecides as a global initiative to defend those rights. On 2<sup>nd</sup> March 2017, these governments organised the first SheDecides pledging conference in Brussels. They were immediately joined by other governments, organisations and individuals. SheDecides became the rallying call for leaders and citizens alike to stand up as a matter of urgency to protect the rights, health, safety and livelihoods of millions of girls and women around the world.

Outraged by one bad policy at the start, Friends of SheDecides soon recognised that there are bad laws and policies in many places – and that they are only one part of a broader series of barriers that must be overcome. Social norms in families, communities and societies at large are often not conducive to securing freedom and autonomy for women and girls. As the movement has grown these challenges have also become a central focus: to change social norms, laws and policies and unlock resources.

So many people were inspired by the simple idea, "SheDecides", that a support unit was created to support them to focus their energy and commitment to take action. Today, the SheDecides movement responds to many other challenges that prevent progress for women and girls. In just one year, SheDecides has become a powerful global political movement driving change, fuelled by action in communities and with young people at its heart. It is backed by over 50,000 individuals, 300 organisations and more than 40 global champions – one third of them Ministers – from across the world.

# HOW WE DRIVE CHANGE

**THE SHEDECIDES MOVEMENT IS IGNITING ENERGY AND BRINGING PEOPLE TOGETHER – BREAKING DOWN BARRIERS AND ENCOURAGING CO-OPERATION AMONG LONG-TIME ACTIVISTS AND EMERGING LEADERS, ARTISTS AND SERVICE PROVIDERS, POLICY MAKERS AND YOUNG LEADERS, POLITICIANS AND ACADEMICS WITHIN AND ACROSS COUNTRIES AND REGIONS.**

## **STAND UP. SPEAK OUT.**

The goal is to change narratives in order to change norms that stand in the way of the freedom, rights and dignity of women and girls.

## **CHANGE THE RULES.**

The goal is to change laws, policies and procedures so that they actually support the freedom, rights and dignity of women and girls – and to hold governments accountable for implementing them and respecting each individual’s rights to take the decisions only she should take.

## **UNLOCK RESOURCES.**

The goal is to unlock the resources necessary for women and girls everywhere in the world to exercise all of their rights and have access to all the services they need.

See our **2018-2021 strategy**.



# JOB DESCRIPTION

**THE MOVEMENT IS NOW SEEKING A LEAD FOR THE SHEDECIDES SUPPORT UNIT (SDSU) WITH THE CAPACITY TO DELIVER ON THE AMBITIOUS AGENDA OUTLINED IN THE MANIFESTO AND ELABORATED IN THE NEW THEORY OF CHANGE. REPORTING TO THE GUIDING GROUP OF SHEDECIDES CHAMPIONS, THE LEAD WILL BE RESPONSIBLE FOR GALVANIZING THE MOVEMENT TO STAND UP AND SPEAK OUT IN SUPPORT OF HER RIGHT TO DECIDE. THE LEAD WILL PROVIDE LEADERSHIP, VISIBILITY, POLITICAL MOBILISATION AND GLOBAL ADVOCACY TO THE MOVEMENT.**

The SDSU serves as secretariat to the global SheDecides movement. The SDSU is an independent entity hosted by IPPF. The Lead is a member of IPPF staff, but s/he reports to the Guiding Group of SheDecides Champions and is also responsible for mobilising the resources required to run the SDSU. The Lead has five core functions:

1. Facilitating relationships
2. Political mobilisation and global advocacy
3. Movement building and visibility
4. Leadership and management
5. Resource mobilisation



## Political mobilisation and global advocacy

- Provide strategic leadership and vision for the public-facing work of SheDecides.
- Represent SheDecides in international, regional or national meetings as appropriate to advance the work of the movement.
- Oversee high-quality communications activities; ensuring that complex policies and information are translated into new narratives that can be used by the diverse group of stakeholders connected to SheDecides and beyond.
- Act as media spokesperson for SheDecides – referring to others in the movement as appropriate.

## Facilitating relationships

- Draw on extensive, diverse and high-level networks and professional contacts with a diverse group of stakeholders (government, NGO, UN, research etc.).
- Facilitate collaboration and connection between existing SheDecides champions and supporters (including joint advocacy and communication activities).
- Cultivate new and strategic relationships for the movement at high political levels, including with networks within the bodily autonomy ecosystem.
- Engage with other key movements, initiatives, and partners to ensure synergies and minimise duplication.

# JOB DESCRIPTION

## Movement building and visibility

- Provide solid understanding of how successful and influential multi-stakeholder movements are created, strengthened and sustained, with a specific focus on young people.
- Oversee growth of the movement in multiple geographies, including through support staff based in different regions.

## Leadership and management

- Oversee development of the next SheDecides Strategy (2022-2027).
- Advance and deliver on annual workplans and budgets.
- Manage staff and create a positive and inclusive work environment.
- Report to the Board (Guiding Group) and support them in their work overseeing the direction of the movement and the work of the SDSU.
- Ensure compliance with the Hosting Agreement with IPPF.

## Resource mobilisation

- Manage relationships with SheDecides donor Champions including the Donor Advisory Group.
- Oversee reports to donors and grant proposal submissions.
- Build relationships with new funders outside SheDecides.



## General

- Ensure gender and diversity is effectively mainstreamed within the remit of the post and in line with IPPF's Gender Equality Policy and meaningful youth participation.
- Build and maintain positive relationships with all members of staff, and contacts within and outside the Federation.
- Become familiar with the Federation's Health and Safety Programme and Guidelines for using Visual Display Units. To do everything possible to ensure a healthy and safe working environment, including following instructions and guidance.
- Take collective responsibility for safeguarding.
- Undertake any other reasonable duties as may be requested from time to time.

## Responsibilities and key working relationships

- SheDecides Board (Guiding Group)
- Staff of the SheDecides Support Unit
- Donors of the SDSU
- Champions, Movements, Youth Leaders (25x25s) and partners in the movement
- Key consultants and agencies supporting the SDSU
- IPPF colleagues

# PERSON SPECIFICATION

**THE NEW LEAD WILL BE AN EXPERIENCED MOVEMENT BUILDER WITH THE ABILITY TO CONNECT DIFFERENT TYPES OF STAKEHOLDERS TOWARDS BODILY AUTONOMY AND SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS AND IMPLEMENT THE SHEDECIDES VISION. THE IDEAL CANDIDATE WILL BRING A STRONG TRACK RECORD AND EXPERIENCE IN ADVANCING GENDER EQUALITY, AND SRHR. YOU WILL ALSO BRING THE PROVEN ABILITY TO LEAD A HIGH PERFORMING AND MOTIVATED TEAM THROUGH CHANGE. THE LEAD WILL BRING IMMENSE CREDIBILITY, AN AWARENESS OF THE MULTI-CULTURAL AND DIVERSE ENVIRONMENT IN WHICH SHEDECIDES OPERATES, AND MOST IMPORTANTLY BE SUPPORTIVE OF A WOMAN'S RIGHT TO CHOOSE AND HAVE ACCESS TO SAFE AND LEGAL ABORTION SERVICES.**

## PROVEN ABILITY

- Extensive experience in related disciplines: public policy, women's rights, international development, political sciences, management, movement building.
- Experience of advancing gender equality and sexual and reproductive health and rights.
- Experience of leading complex partnerships and organisations.
- Experience of reporting to, and working with, a Board.
- Proven ability to manage transition and lead a high performing team.



## SKILLS

- A pragmatic and solutions-oriented implementer, able to inspire and motivate diverse individuals and partners towards the SheDecides vision.
- A self-starter, with resilience and interpersonal flexibility.
- Ability to work effectively and meaningfully with young people and people from diverse backgrounds and countries.
- Ability to build and sustain supportive and effective team working, including remote teams.
- Meticulous attention to detail.
- Excellent English written and oral communication skills.
- Spanish, French or Arabic is desirable.

# PERSON SPECIFICATION



## PERSONAL COMPETENCE

- Personal credibility, stature and strong professional networks.
- Progressive attitude towards the issues of bodily autonomy and sexual and reproductive health and rights.
- Willing to travel internationally, approximately 70 days a year.
- Awareness of and sensitivity to the multi-cultural and diverse environment in which SheDecides operates.
- Integrity and ability to maintain confidentiality at all times.
- Understanding of and a commitment to safeguarding including child protection, in a local and international context.
- Supportive of a woman's right to choose and to have access to safe abortion services.

## EDUCATION AND QUALIFICATIONS

- Educated to degree level in a related discipline e.g. public policy, international development, political sciences, gender equality.
- Masters level or equivalent desirable.



# HOW TO APPLY

**DO YOU WANT A WORLD WHERE EVERY GIRL AND WOMAN CAN DECIDE WHAT TO DO WITH HER BODY, WITH HER LIFE AND WITH HER FUTURE?**

To apply, please submit a CV and covering letter, detailing how you fulfil the role description and personal specification to <https://candidates.perrettlaver.com/vacancies/> quoting reference **5022**. The deadline for applications is **9am GMT on Monday 22<sup>nd</sup> March 2021**.

The location is flexible, ideally joining other team members in London, UK when travel resumes, or in any IPPF Secretariat registered office. The salary is commensurate with the seniority of the position.



Applications are particularly encouraged from candidates openly living with HIV. SheDecides is committed to equal opportunities and cultural diversity. Candidates from all sections of the community are welcome to apply.



Protecting your personal data is of the utmost importance to Perrett Laver and we take this responsibility very seriously. Any information obtained by our trading divisions is held and processed in accordance with the relevant data protection legislation. The data you provide us with is securely stored on our computerised database and transferred to our clients for the purposes of presenting you as a candidate and/or considering your suitability for a role you have registered interest in.

As defined under the General Data Protection Regulation (GDPR) Perrett Laver is a Data Controller and a Data Processor, and our legal basis for processing your personal data is 'Legitimate Interests'. You have the right to object to us processing your data in this way. For more information about this, your rights, and our approach to Data Protection and Privacy, please visit our website: [www.perrettlaver.com/information/privacy/](http://www.perrettlaver.com/information/privacy/)

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