

# COMMUNICATIONS COORDINATOR

## GQUAL Campaign



APPLICATION DEADLINE: March 25, 2021

FEES: Commensurate with experience and location.

LOCATION: Anywhere in Latin America

START DATE: Immediate

TYPE OF CONTRACT: Full-time contract for 12 months with possibility of renewal.

### **ABOUT THE POSITION:**

The GQUAL Campaign is looking for its first full-time Communications Coordinator to lead the design and implementation of communications strategies with the purpose of promoting the necessary changes to achieve gender parity in international justice. This is a creative and dynamic position that will have the opportunity to contribute to define and deepen the action and advocacy strategies of the campaign in its communicational dimension, in order to expand its networks, reach and impact.

Reporting to the Director of the Campaign and its Secretariat, the Coordinator will work closely with an Advocacy Coordinator to propose, help design, implement and monitor a communication strategy to advance the 3 main lines of action of the campaign:

1. Promote the equal participation of women in international representation through the dissemination of available positions, the promotion of research on the causes and possible solutions to underrepresentation, and the management and maintenance of an active network of experts interested in the subject,
2. Encourage the adoption of selection processes and policies at the national level that promote gender parity.

3. Generate changes in the international normative framework to promote guidelines, standards and processes that seek gender parity and encourage the participation of women from the Global South.

To advance these objectives, the person chosen will be coordinating and implementing communication actions at three levels: at the national level in priority countries in Latin America, at the regional level to mobilize change in Latin America and Africa, including in regional intergovernmental organizations, and at the global level in order to influence relevant international decision-making spaces, such as the United Nations.

As the campaign is an initiative promoted by the Center for Justice and International Law (CEJIL), the position will also be part of and should coordinate actions with CEJIL's broader communications team.

## **RESPONSIBILITIES**

### **General responsibilities of this role**

- Propose, help design and lead the implementation of a communications strategy for the campaign, including mapping and identifying key audiences and ensuring the integration of various communications channels for GQUAL, such as digital communications on social networks and website, media relations, and the ongoing circulation of information to individuals and groups linked to the campaign.
- Continue to develop the campaign's identity and brand and ensure consistency across all external communications.
- In close coordination with the GQUAL team, propose, develop and implement new actions based on strategies and tools to broaden the reach/dissemination of campaign messages and products to specific audiences.
- Help define the external support needed to implement the communication strategies and be the liaison and supervisor of the different consultants linked to them.
- Create evaluation tools to measure the impact of the communication strategies.

### **Specific responsibilities**

- Lead a process of renovation, updating and maintenance of the campaign website in English and Spanish.
- Develop and maintain the campaign's social media presence and actions.
- Write and edit bilingual English and Spanish materials (including press releases, newsletters, web content, annual reports, etc.).
- Produce periodic newsletters in English and Spanish to disseminate relevant information to groups and individuals linked to the campaign.
- Lead the production of graphic materials and tools to position the campaign's core issues, including the dissemination of information on levels of representation, available positions, and advocacy opportunities.
- Launch and maintain an active GQUAL group in LINKEDIN.
- Support the organization of various campaign events, including panels, conferences, webinars, workshops and mentoring.

- Contribute to establish strategic alliances for the campaign and coordinate communication strategies with other relevant networks for GQUAL at the national level in the focus countries, as well as at the regional level in Latin America and Africa, and at the global level.
- Maintain relationships with journalists covering issues relevant to the campaign, at local, regional and global levels.
- Propose strategic spaces for exchange with segmented audiences based on the strategy to be developed.

## **REQUIREMENTS AND SKILLS**

GQUAL is looking for a bilingual and highly creative professional with proven experience in the design of campaign strategies and in the execution of plans and tactics for their development, preferably in issues related to gender equality and human rights. We will especially value people with specific experience in the design of campaigns and communication strategies focused on advocacy at the national, regional and/or global level that involve the articulation with States, diplomatic spaces, and intergovernmental organizations such as the Organization of American States (OAS) or the United Nations (UN).

The person must meet and demonstrate the following requirements and skills:

- Bachelor's degree in journalism, marketing or related areas. Master's degree preferred.
- Minimum of five (5) years of experience in a senior communications or advocacy position.
- Commitment to and knowledge of gender equality and human rights.
- Ability to work under pressure and react quickly to multiple demands.
- Ability to work independently and as part of a dynamic and collaborative team.
- Complete fluency at a professional level in Spanish and English (written and oral). Portuguese is desirable.
- Strong writing, editing and verbal communication skills.
- Ability to synthesize and effectively communicate information on complex issues to diverse audiences (media, donors, partner organizations, government officials, etc.).
- Experience in advocacy and multimedia campaigns in new digital formats.
- Experience developing and executing communications strategies in digital and social media.
- Extensive online communications skills, including content development on websites, blogs, Facebook, Vimeo, Twitter, LinkedIn, other social networks, e-mail marketing (i.e. Salsa), Web 2.0, as well as other campaign platforms such as Change.org or Avaaz.

The person must be available to travel frequently both in Latin America and to other regions.

## **About GQUAL**

[GQUAL](#) is a global campaign to achieve gender parity in international justice. Since its launch in 2015, GQUAL has contributed to highlighting the underrepresentation of

women in key spaces of international representation and has fostered the search for and proposal of solutions through the articulation with diverse actors, including States, international organizations, civil society and academia. The GQUAL Declaration, which establishes the core strategies of the Campaign, has been signed by more than 1,000 prominent people from over 90 countries, including heads of state, international judges, lawyers, diplomats, academics and activists.

Given the absence of women in the bodies and mechanisms that make up international justice, the campaign seeks to permanently change the rules and processes that currently determine who is nominated and elected to these positions, promoting gender parity as an essential criterion for such selection. This implies promoting changes both at the national level in the instances in which States decide to nominate candidates, as well as at the international level where voting and selection processes operate. The campaign also seeks to promote discussion on the causes and effects of under-representation and to facilitate the access of a greater number of women to these positions, generating information, tools and opportunities for articulation with other networks to make this possible.

In its objectives, the campaign is inspired by and contributes to the broader feminist movement that fights against the discrimination that still impedes women's access to key decision-making positions. In that sense, GQUAL is an initiative that seeks to contribute to a more equal access of women, especially those from the Global South, to some of the key positions where international politics and law are formed and developed.

The strategic management of the campaign is in charge of its Director and its Secretariat, integrated by 4 international women lawyers with experience in human rights. Notwithstanding, the campaign is an initiative sponsored by the Center for Justice and International Law (CEJIL), an organization that functions as its fiscal sponsor. In this sense, GQUAL's objectives and actions are relevantly articulated with CEJIL's work and GQUAL's team works closely and in coordination with the organization's team.

**Applicants should send by e-mail: (a) a cover letter in English explaining their interest in the position, (b) curriculum vitae, highlighting strategic communication campaigns or initiatives implemented in the last few years, and (c) indications of two professional recommendations, at least one from a supervisor, no later than March 25, 2022 to: [gqual@cejil.org](mailto:gqual@cejil.org)**

**Subject: Communications Coordination**

*Only candidates selected for interviews will be contacted. CEJIL and GQUAL ensure equal employment opportunities to all qualified persons without discrimination based on race, color, religion, national origin, gender, age, disability or sexual orientation.*