






YOUTH FOR ROAD SAFETY

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 youthforroadsafety.org

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## TERMS OF REFERENCE

Advocacy Director

Closing date: 5 November 2020

Title: Advocacy Director

Reports to: Executive Director

About us: YOURS is a global organization that acts to make the world's roads safe for youth. Road crashes are the leading killer of young people. Every day 1000 youth aged 15-29 are dying on the world's roads. This has to stop. We are experts in youth and road safety issues and advocate for sustainable mobility at the highest levels of decision-making. We believe in meaningful youth participation as a key strategy to change these statistics. With strategic global advocacy and empowering youth locally, we will unlock a global revolution for road safety and make this generation the last one facing this massive public health threat.

We are a small team with big ideas and powerful allies. We are proud of our work and have loads of fun while doing it. The Advocacy Director is a new exciting role within the leading global organization on youth and road safety issues. We need you to be proactive, organised, self-managing, a self-starter and ready to take our global advocacy work to the next level. Get to know more about us on our website:

[www.youthforroadsafety.org](http://www.youthforroadsafety.org).

Summary: The Advocacy Director is responsible for the development and implementation of the YOURS' advocacy strategy and work plan in collaboration with the YOURS team and in accordance with the organizational principles, vision and mission. The Advocacy Director works under the general oversight of the Executive Director.

Overview: The Advocacy Director provides leadership and strategic direction for YOURS' advocacy work and is responsible for the development and implementation of its long-term strategy and work plan. The Advocacy Director assumes a leadership role in partnering with, building and maintaining relationships with all relevant stakeholders, such as foundations, businesses, universities, multilaterals, governments, youth leaders, other non-profits, and supporters with the mission of expanding youth voices and experiences on road safety and safe mobility in decision-making spaces. The Advocacy Director oversees all advocacy elements of each project and ensures it is strategically focused and connected.



### DISCOVER OUR WORK

Advocating for youth and road safety issues; empowering youth and coordinating a movement of youth champions; educating policy makers on meaningful youth participation.

## Responsibilities:

### **1. Within the YOURS team:**

- Provide leadership in developing YOURS as an effective, high-quality global youth organization advocating for road safety for youth;
- Develop and implement a long-range advocacy strategy and work plan;
- Lead YOURS advocacy efforts and ensure policy positions, respecting the key principles, commitments and demands mentioned in the Global Youth Statement for Road Safety;
- Oversee all advocacy elements within each YOURS project and take a comprehensive and holistic approach to reach our strategic advocacy objectives;
- Support the YOURS team in their advocacy work and ensure information sharing and timely dissemination of creative campaign concepts and messages with the communications team;
- Keep the Executive Director fully informed on conditions, opportunities, issues, and challenges for YOURS and the environment in which it operates;
- Build, maintain and develop relationships with key stakeholders, such as the World Health Organization, partners of the Global Youth Coalition for Road Safety and the United Nations Road Safety Collaboration Members to our advocacy mission forward;
- Represent YOURS externally at policy and advocacy related events and meetings, as well as with outside parties interested in the overarching issues;
- Support resource mobilization and fundraising for YOURS advocacy and campaign work.

### **2. Within the Global Youth Coalition for Road Safety<sup>1</sup>**

In coordination with the Project Manager of the coalition:

- Support, train and expand the coalition of youth advocates and other relevant youth leaders from external agencies (NGOs, Donors and UN bodies);
- Work and liaise with the Youth Advisory Board and coalition members on the identification of their advocacy needs and support the drafting of policy papers relating to relevant issues identified, ensuring an embedded approach on meaningful youth participation to reflect real youth voices in our advocacy work.
- Draft, prioritize and maintain a clear advocacy calendar which is responsive to key advocacy events, agendas, moments and dates throughout the year;
- Coordinate with coalition members on strategic important regional and global advocacy platforms / events to ensure messaging is coherent, connected and in the best interest of the Youth Coalition and its mission;
- Develop, update and implement an advocacy toolkit to develop advocacy skills among members of the Global Youth Coalition.
- Support the planning and implementation of the Global Awareness Campaign and its related actions, the biggest annual advocacy effort organized by the Youth Coalition.

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<sup>1</sup> The Global Youth Coalition for Road Safety was launched in July 2020 and is a flagship programme of the organization. More information can be found on [www.claimingour.space](http://www.claimingour.space).

## Qualifications:

### Knowledge

- Solid track record in strategic (global) advocacy work and demonstrates strong advocacy skills and in-depth knowledge;
- Substantive knowledge and experience in the (global) road safety field and understands how it relates to other SDGs;
- Have a wide network of (global) players in road safety and connected fields;

### Skills & Personal Attributes

- Strong inter-personal skills;
- Fluency in written and verbal English and experience of working in a multi-lingual environment;
- Proficient in ICT skills;
- Role model of ethical standards and integrity;
- Familiarity and ease with a variety of cultures and comfortable with diverse groups;
- Strength of personality;
- Sound judgment combined with humility and a focus on personal development and continued learning;
- Excellent public speaking and influencing skills;
- Have a presence, gravitas, humility and empathy in dealings with partners from a variety of backgrounds;
- Have international working experience;
- Evidence of commitment to the mission of YOURS.

## More information:

- This is a position for 32 hrs a week;
- Starting date: we are looking for the successful candidate to begin as soon as possible;
- Post Covid19 pandemic it is likely that international travel is required;
- Compensation commensurate with experience and duty station;
- Working language is English;
- YOURS is an equal opportunity employer and is committed to the belief that each individual is entitled to equal employment opportunity;
- We promote a positive work-life balance – let work, work for you;
- YOURS has multiple policies in place and adherence is part of the contract:  
<http://www.youthforroadsafety.org/about-us#operational>

If you meet the requirements and are interested in submitting your application, please email your CV and motivation letter to Floor Lieshout: [floor@youthforroadsafety.org](mailto:floor@youthforroadsafety.org).