



Eleanor Crook
Foundation

© UNICEF/Muellermeister



Appointment of **UK Advocacy Director**

Macaulay
search.



GLOBAL CONTEXT

The world has made great strides in recent decades toward ending hunger and poverty. Since 1990, the percentage of malnourished people in the world has been nearly cut in half. Every year, however, malnutrition continues to kill 3.1 million children under five years of age, more than AIDS, malaria, and tuberculosis combined. Those that survive face lasting consequences, with malnutrition permanently limiting the mental and physical development of 1 in 4 children on earth.

Good nutrition in the first thousand days of a child's life provides the essential building blocks for a healthy, productive, and dignified life. Well-nourished kids complete, on average, an additional year of education and go on to earn 50 percent more over their lifetime. As a result, reductions in malnutrition can increase GDP in developing countries by up to 11 percent.

And, while international funding for malnutrition is very low (less than 1 percent of Official Development Assistance), the Copenhagen Consensus estimates that on average every dollar spent on nutrition yields an impressive \$45 in returns.

COVID-19 is exacerbating the global malnutrition emergency. Significant disruptions across food, health, and social protection systems are making it harder for families to get the food, care, and support they need to support their nutrition. Estimates suggest that an additional 10,000 children per month could die from malnutrition during this pandemic period.

The Eleanor Crook Foundation believes that in order to end poverty and hunger by 2030, greater investments in global nutrition must become a top development priority.



ABOUT US

The Eleanor Crook Foundation (ECF) was founded in 1997 with a single goal: to eradicate global malnutrition. We are a leading funder in the fight against malnutrition, but our role extends far beyond grantmaking to be a guide and model for our sector. ECF supports targeted advocacy to raise awareness and spur action, thoughtful policy analysis to assess the current landscape and propose audacious new solutions to the global nutrition infrastructure, and rigorous research to test and scale up cost-effective interventions.

ECF is an active investor and our team of experts prides itself on being accountable and informed. We are a team of conveners, innovators and problem solvers, seeking to upend the status quo by identifying roadblocks to progress and brokering solutions. In 2017, the Foundation pledged \$100 million towards the elimination of global malnutrition. Our growing endowment will allow us to keep fighting to end malnutrition for as long as it takes.

CONTEXT TO THIS ROLE

The Eleanor Crook Foundation (ECF) seeks a UK Advocacy Director to help develop and manage a portfolio of UK global nutrition advocacy investments on behalf of the Foundation.

This is a critical moment. With Brexit, economic contraction due to COVID-19, the DFID-FCO merger, and the expiration of DFID's 2013-2020 Nutrition for Growth commitment, the future of UK support for global nutrition is at considerable risk.

Today, the UK remains the world's largest donor for global nutrition, and the UK's technical and political leadership on this issue has been indispensable. The UK has been a central driving force behind the sizeable decreases in global malnutrition over the past decade.

In the short-term, urgent, high-level advocacy is required to maintain this leadership and funding. In the longer-term, more robust advocacy and communications work to mobilise the grassroots, private sector, media, civil society, and new influencers and celebrity champions will be required in order to protect and grow UK global nutrition leadership. The UK Advocacy Director's job will be to help develop the right strategy, make the right investments, and support a growing coalition in order to achieve these goals.

The Foundation is currently undergoing a staffing expansion with the expectation that the Foundation team will approximately double in size in the short-to-medium term. The UK Advocacy Director is a critical hire in this growth and will be the first and only full-time Foundation staff member focused on the UK.

This is a unique opportunity to develop and execute a strategy from the beginning, have high degrees of autonomy, exhibit significant leadership, think creatively and without bureaucratic constraints, and have a major impact on one of the great but solvable global challenges of our day.

The ideal applicant will be a flexible problem-solver who sees this organisational transition as an opportunity to help positively shape the future of the Eleanor Crook Foundation and to drive progress in the fight against global malnutrition.





ROLE OVERVIEW

Reporting to the Advocacy & Communications Director and working alongside a dynamic team of policy, advocacy, and nutrition technical experts, the UK Advocacy Director will be responsible identifying and supporting the leading UK advocacy organisations focused on protecting and growing UK funding for global nutrition. The UK Advocacy Director will ensure clear goals and communications for all ECF UK advocacy grants and will closely monitor and contribute to progress of ongoing projects and initiatives. The UK Advocacy Director will also help to develop and build momentum around ambitious goals and a multi-year strategy for UK global nutrition funding and scale-up over the next decade.

As a key member of the Advocacy and Communications team, the UK Advocacy Director will work closely with the Eleanor Crook Foundation's other program teams (Research, policy and Advocacy & Communications). The relationship between these three teams is meant to be synergistic and dynamic. The UK Advocacy Director will also work directly with ECF's CEO and other members of the ECF team on high-level UK advocacy outreach.

The successful candidate will be creative, curious, action-oriented, highly strategic, and a skilled diplomat and coalition builder. They will pride themselves on rigour and attention to detail but be willing and able to move quickly and nimbly. A "sick-of-business-as-usual" attitude is required, and applicants should have an unrelenting desire to dream up big ideas with the potential to have transformative impact on global malnutrition. The incumbent will be asked to jump in on day one to address the most pressing challenges and opportunities in global nutrition. This is a new position at the Eleanor Crook Foundation and the person who assumes this role will be asked to build upon existing efforts to help articulate an ambitious UK advocacy agenda for the Foundation in their first 90 days.

An experienced professional who is a skilled self-motivator, would benefit from flexible work policies, and wants to have a meaningful impact on global health will thrive. The ideal applicant will be based in, or have ready access to, London.

RESPONSIBILITIES

Manage ECF's UK Nutrition Advocacy Grants Portfolio

- Manage and deepen relationships with ECF UK advocacy grantees (or prospective grantees).
- Design new programs and grants, and identify and grow relationships with new partners.
- Advise grantees during the application process and conduct due diligence in evaluating potential grantees in compliance with ECF's policies and procedures.
- Oversee all monitoring and evaluation efforts for policy grants, working with the Advocacy and Communications Director to address challenges.
- Interface with ECF's UK government relations consultants and advisors.
- Foster ECF's growing grantee coalition, including identifying synergies across grants and creating and managing strategic fora for cross-grantee collaboration and learnings.
- Regularly represent the Foundation, including at coalition meetings and ECF-sponsored events. Use these engagements to further inform ECF's understanding of UK nutrition advocacy developments as well as grantee progress, concerns, and opportunities to drive impact.
- Maintain working knowledge of ECF's nutrition advocacy, research, and implementation grants and findings for integration into policy efforts.
- Proactively identify investments that will support the work of ECF's research, policy, and advocacy teams.

Develop and Execute a Foundation UK Advocacy Agenda

- Work to develop an overarching strategy and multi-year investment plan for ECF UK advocacy engagement. This will require the UK Advocacy Director to understand and assess ECF's current areas of focus and survey the broader political and advocacy landscape to evaluate can't-miss opportunities to drive impact.
- Encourage grantees and partners to pursue bold, outside-the-box thinking, goals, and initiatives.
- Recruit and mobilise UK influencers for global nutrition who have a direct line with policymakers.
- Working with partners and the ECF Policy, Advocacy, and Communications Teams, develop new, UK-centric nutrition talking points, infographics, 2-pagers, videos, op-eds, photo narratives, and other advocacy and communications assets to promote scale-up and reform.
- Mobilise new champions for UK global nutrition, including celebrities, private sector leaders, media, and current and former policymakers.
- Skillfully represent the Eleanor Crook Foundation at external convenings and events. In doing so, the UK Advocacy Director will be expected to ask hard questions, provide thoughtful answers, and remain restless in the fight against malnutrition.
- Monitor, analyse, and report on UK political and advocacy developments to provide contextualised insight and intel to ECF staff and partners.
- Help establish and maintain strong working relationships with a wide range of potential partners to advance and nuance ECF's strategic objectives and support our grantee efforts.



QUALIFICATIONS

- Minimum of 6-8 years of experience in global health or international development. Prior experience working on global nutrition advocacy, government relations, and/or within the UK government is a significant plus!
- At least 2 years of experience with grant compliance, reporting, and financial management preferred.
- Proven experience working across multi-stakeholder processes.
- Demonstrated skill delivering constructive feedback and representing organisations externally.
- Confidence to envision change – even when it stands against the status quo – and to inspire action in others.
- High level of interpersonal skills and cultural sensitivity to effectively interact with all levels of US, UK, and internationally-based partners and staff.
- Ability to clearly and consistently communicate ECF priorities and expectations.
- Ability to hold partners to high standards of excellence while maintaining positive relationships.
- Excellent organisational skills and attention to detail.
- Capacity to work both independently and as a member of a team.
- Aptitude at managing competing priorities, holding partners accountable for ambitious deadlines, and building coalitions of the willing in the process.
- Extremely strong analytical and creative thinking abilities.
- A can-do, productive attitude. A self-starter who will come to the table with creative ideas and be open to collaborative brainstorming. A strong interest in global nutrition is a must!



SKILLS & ATTRIBUTES

- Attentive to detail
- Strategic and creative thinker
- Strong communicator
- Adept logistician
- Excellent writer
- Composed negotiator
- Socially perceptive
- Self-Starter
- Intellectually curious
- Highly collaborative
- Risk manager
- Compassionate





TERMS AND CONDITIONS

The role is full time and permanent. It can be based from home but regular travel to London and periodic travel to Washington, DC and other locations will be required. The salary will be circa £60K depending on the competencies and experience of the successful candidate. The package also includes unlimited paid time off and other generous benefits.

HOW TO APPLY

Applications should be sent by email to mark.powys-smith@macaulaysearch.com. The closing date for applications is 5pm GMT on Thursday 5th November. Your application should comprise:

- a full CV including a full employment history showing responsibilities held and relevant achievements;
- a covering note of not more than one and a half pages summarising your motivation and reasons for being interested in this position;
- daytime, evening and/or mobile telephone numbers (to be used with discretion).

Macaulay Search has been engaged as adviser on this appointment. A selection of candidates will be invited to interview in the w/c 16th November.