

## Middle Level Position: Policy Advocacy, IEC, and Capacity Building Section

The Middle-Level Position in Policy Advocacy, IEC, and Capacity Building Section will lead advocacy efforts, develop strategic communication plans, manage capacity-building initiatives, and foster collaboration among stakeholders. This role requires expertise in policy analysis, public relations, and stakeholder engagement, along with strong leadership abilities to effectively guide teams and promote ACAI's mission.

### KEY RESPONSIBILITIES

#### 1. Policy Analysis and Advocacy

- **Policy Research:** Conduct research on policy issues relevant to aging, healthcare, and social protection within the ASEAN region, synthesizing insights to inform ACAI's strategic direction.
- **Advocacy Strategy Development:** Develop and implement targeted advocacy strategies that promote ACAI's policy goals, identifying key stakeholders such as policymakers, government agencies, and industry leaders.
- **Position Papers and Briefs:** Prepare policy briefs, position papers, and reports that communicate ACAI's perspectives on critical issues to internal leadership, policymakers, and external stakeholders.

#### 2. Stakeholder Engagement and Coalition Building

- **Relationship Management:** Build and maintain relationships with key stakeholders, including government officials, NGOs, advocacy groups, and regional organizations to strengthen ACAI's advocacy efforts.
- **Collaborative Initiatives:** Lead coalition-building initiatives by coordinating with other advocacy organizations and stakeholders on joint campaigns and events, ensuring ACAI's priorities are well-represented.
- **Outreach Programs:** Plan and implement outreach activities, such as public forums, roundtable discussions, and policy consultations, to engage the community and amplify ACAI's advocacy messages.

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### 3. Information, Education, and Communication (IEC)

- **IEC Strategy:** Develop and oversee the implementation of ACAI's IEC strategy, ensuring messaging consistency across all communication channels and alignment with organizational objectives.
- **Content Development:** Create and manage the production of IEC materials, including brochures, digital content, press releases, and videos that effectively communicate ACAI's goals and initiatives.
- **Media and Digital Engagement:** Manage ACAI's digital presence, including social media and website content, to increase awareness, engagement, and support for ACAI's advocacy and educational campaigns.

### 4. Capacity Building and Training Programs

- **Program Development:** Design and lead capacity-building programs for ACAI's partners and stakeholders, focusing on advocacy skills, policy analysis, and aging-related topics.
- **Workshops and Seminars:** Organize and facilitate workshops, seminars, and training sessions to enhance the skills and knowledge of ACAI's network on issues related to aging and advocacy.
- **Curriculum and Materials:** Develop educational content, training materials, and toolkits that provide stakeholders with the resources needed to engage in effective policy advocacy and aging initiatives.

### 5. Monitoring and Evaluation (M&E) of Advocacy and IEC Efforts

- **M&E Frameworks:** Design and implement monitoring and evaluation frameworks to assess the impact and effectiveness of advocacy campaigns, IEC initiatives, and capacity-building programs.
- **Data Collection and Analysis:** Gather data and feedback on the performance of policy advocacy, IEC campaigns, and training activities, identifying areas for improvement and adapting strategies accordingly.
- **Reporting and Recommendations:** Compile evaluation findings and present insights to leadership, making recommendations to enhance ACAI's policy advocacy, communication, and capacity-building impact.

## 6. Crisis Advocacy and Response

- **Rapid Response Strategy:** Develop strategies for rapid response to emergent policy issues or legislative changes, ensuring ACAI can effectively address critical or urgent matters.
- **Stakeholder Coordination:** Coordinate with relevant stakeholders and internal teams to respond quickly to policy shifts or public concerns, including preparing public statements and organizing press briefings if needed.
- **Crisis Communication:** Provide guidance on communication strategies during crises, managing the dissemination of accurate and timely information to the public and stakeholders.

## 7. Fundraising and Resource Mobilization

- **Identify Opportunities:** Collaborate with leadership to identify grants, partnerships, and donor engagement opportunities aligned with advocacy and capacity-building goals.
- **Proposal Development:** Contribute to funding proposals by outlining program needs and anticipated outcomes.
- **Relationship Management:** Foster partnerships with donors, NGOs, and private sector stakeholders to secure funding for ACAI's initiatives.
- **Performance Tracking:** Monitor and report on the use of funds to ensure alignment with donor requirements and program priorities.

## 8. Leadership and Team Management

- **Team Guidance:** Lead and inspire multidisciplinary teams to achieve advocacy, IEC, and capacity-building objectives effectively.
- **Mentorship:** Provide mentorship and professional development opportunities to team members to strengthen their skills and contributions.
- **Decision-Making:** Demonstrate strong decision-making skills to address challenges, allocate resources, and drive strategic initiatives.
- **Collaborative Leadership:** Foster a culture of collaboration, accountability, and innovation within the section and across the organization.

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## QUALIFICATIONS

### 1. Educational Background

- At least Master's degree in Public Policy, Political Science, Law, International Relations, Communications, or a related field.

### 2. Experience

- Minimum of 5+ years of experience in policy advocacy, public affairs, communications, or a related role, ideally within the fields of healthcare, social protection, or aging.
- Demonstrated experience in designing and implementing advocacy campaigns, public relations, and capacity-building initiatives at a regional or international level.

### 3. Technical Skills and Competencies

- **Policy Knowledge:** Strong understanding of public policy processes, advocacy tactics, and legislative systems.
- **Digital Proficiency:** Skilled in social media management, digital communication tools, and audience engagement strategies.
- **M&E Expertise:** Proficiency in monitoring and evaluation methodologies to assess program impact effectively.

### 4. Other Skills

- **Leadership Skills:** Proven ability to lead, mentor, and manage teams effectively, fostering collaboration and high performance.
- **Communication:** Exceptional written and verbal communication skills, capable of simplifying complex policy issues for diverse audiences.
- **Interpersonal Skills:** Strong ability to network and maintain relationships with stakeholders across sectors.
- **Analytical Thinking:** Advanced analytical skills to synthesize research findings and identify actionable insights.
- **Adaptability:** Flexibility to respond to dynamic advocacy challenges with innovative solutions.

## 5. Language

Fluency in both written and spoken English is required. Proficiency in additional languages, especially Asian languages, will be considered a plus.

## 6. Nationality

Applications are invited from **all nationalities**; however, candidates who are nationals of ASEAN countries are preferred.

## REMUNERATION AND BENEFITS

A competitive remuneration package, including allowances, will be offered based on the candidate's qualifications and experience, in accordance with ACAI's rules and policies.

The successful candidate is expected to commence duties as soon as possible. The initial contract will be for a term of four years, subject to a four-month probation period. Renewal of the contract beyond this term will be contingent on the continuation of the post, availability of funding, and satisfactory performance, as agreed by ACAI and the staff member.

### Location

3rd Floor, Building 4, Department of Medical Services, Ministry of Public Health, Tiwanon Road, Talat Khwan Subdistrict, Muang District, Nonthaburi 11000, Thailand.

### How to Apply

Interested applicants are invited to submit the following:

1. A detailed CV, including the most recent passport-sized photograph.
2. Certified true copies of educational certificates and relevant qualifications.

### **Submission Instructions:**

- Applications must be sent via email to [secretariat@asean-acai.org](mailto:secretariat@asean-acai.org).
- Please include the subject heading: "Application for [Position Name]".

### **Important Notes:**

- Incomplete applications will not be considered.
- Applications must reach ACAI no later than **30 December 2024**.

## **Selection Process**

- Only shortlisted candidates will be notified.
- ACAI is committed to diversity and encourages applications from qualified individuals of all backgrounds.
- The Selection Committee's decision will be final.