

<b>SCOPE OF WORK</b>	
<b>Position</b>	<b>: Campaign and Advocacy Manager</b>
<b>Department</b>	<b>: Policy, Advocacy, and Campaign</b>
<b>Employee Type</b>	<b>: Revision Date</b>

**I. CISDI AND OUR CULTURE**

CISDI is a full-service Center of Expertise that advances health system strengthening and development through community-engaged approaches, targeted research, policy advocacy, and campaigns. Our vision is to set and implement health system standards, leaving no one behind by driving a systemic, evidence-based transformation of Indonesia’s and other countries' health systems. We work in close collaboration with international institutions, governments, donors and private sector partners to support PHC systems and ensure robust and public-oriented policies are set and subsequently implemented.

CISDI is structured into five fully integrated units providing advisory and MEL, policy advocacy, knowledge production, behavior change communication, implementation excellence, and digital health services. During the last 5 years CISDI has nearly tripled in both size and scope. While other Civil Society Organizations and NGO’s have been adversely affected by USAID’s closure, CISDI has expanded rapidly. We are positioned to continue this growth trajectory by expanding into new business sectors with service offerings driven by donors and private client’s requests. To ensure we operate internally to the same high standards we perform externally, we embarked on an aggressive organizational-wide transformation aligning our internal policies, processes, procedures and systems to meet these changing market dynamics.

CISDI’s corporate culture is our “Super Power”. We hire highly intelligent professionals who thrive on challenges. Our professionals are given the freedom to express their creativity by solving complex healthcare sectoral issues often working on problems that other organizations may not have tried or have failed. Our people thrive in a collaborative work environment where ideas are heard and acted upon regardless of level or length of employment. Work-Life balance is not just talk but is embedded into our operating models, policies and procedures. It is who we are.

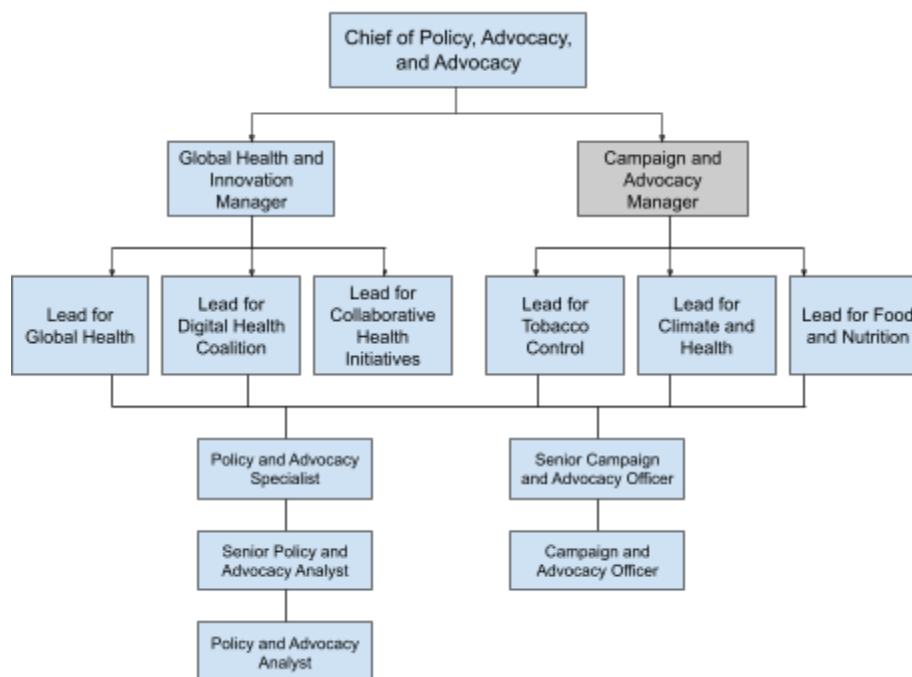
**II. SUMMARY OF ROLE**

The Campaign and Advocacy Manager reports directly to the Chief of Policy, Advocacy, and Campaign and is responsible for leading and overseeing the organization's advocacy and campaign initiatives across multiple health priority areas and themes. This role serves as a strategic leader who manages complex, multi-faceted advocacy projects while ensuring coherent messaging, stakeholder engagement, and policy impact across the portfolio, with particular emphasis on upstream determinants of health and behavioral interventions.

The Manager leads three substantive issue leads (Tobacco Control Lead, Climate and Health Lead, and Food and Nutrition Lead) and ensures that each issue-specific campaign is grounded in evidence-based advocacy strategies, aligned with organizational priorities, and coordinated for

maximum policy influence. The position requires balancing strategic oversight with operational support, maintaining fidelity to advocacy methodology while allowing flexibility for issue-specific contexts and emerging opportunities.

### III. ORGANIZATION CHART



### IV. JOB DESCRIPTIONS

Responsibility	Activity	Output/Measurement
Campaign Strategy Development & Planning (25%)	<ul style="list-style-type: none"> <li>Develop integrated campaign strategies for each issue area (tobacco control, climate &amp; health, food &amp; nutrition) that align with organizational priorities and policy windows</li> <li>Conduct policy landscape analysis and identify strategic entry points for advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Annual campaign strategy documents for each issue area</li> <li>Policy briefs and landscape analyses</li> </ul>
Leadership and Team Management (15%)	<ul style="list-style-type: none"> <li>Managing workload and performance management within three issue leads</li> <li>Support the Internal Learning team to build capacity in advocacy methodology, policy analysis, and campaign management</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly performance review documentation</li> <li>Evidence of improved campaign quality and lead performance metrics</li> </ul>

Campaign Implementation & Monitoring (10%)	<ul style="list-style-type: none"> <li>Oversee campaign execution across all three issue areas, ensuring quality and adherence to advocacy strategy</li> <li>Ensure campaigns remain responsive to policy windows and emerging opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Monthly campaign progress reports with activity tracking</li> <li>Documentation of adaptive strategy adjustments and rationale</li> </ul>
Policy Engagement & Advocacy Execution (10%)	<ul style="list-style-type: none"> <li>Coordinate advocacy missions, policy dialogues, and government consultation meetings</li> <li>Assist the Leads to build relationships with champions within government and supportive stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Policy recommendations submitted to the government (by issue area)</li> <li>Documentation of government feedback and receptiveness</li> </ul>
Cross-Functional Coordination (25%)	<ul style="list-style-type: none"> <li>Coordinate with the Global Health and Innovation Manager and other teams to ensure complementarity between advocacy campaigns and innovation initiatives</li> <li>Ensure issue leads coordinate on overlapping topics (e.g., food &amp; nutrition and climate &amp; health)</li> <li>Facilitate information sharing and joint learning across campaign and advocacy teams</li> </ul>	<ul style="list-style-type: none"> <li>Cross-functional coordination meetings (monthly)</li> <li>Joint campaign initiatives or overlapping advocacy efforts</li> </ul>
Evidence & Research Support (5%)	<ul style="list-style-type: none"> <li>Ensure all campaigns are grounded in current evidence and research</li> <li>Contributing to commission research, analysis, or studies needed to strengthen advocacy positions</li> <li>Support issue leads in translating evidence into advocacy messaging</li> </ul>	<ul style="list-style-type: none"> <li>Data/evidence used in policy engagements documented</li> <li>Internal evidence repository maintained and shared</li> </ul>
Budget & Resource Management (10%)	<ul style="list-style-type: none"> <li>Assist the Leads in developing and managing budgets and timelines for all three issue areas</li> <li>Assist the Partnership team to identify funding opportunities for advocacy initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Quarterly financial reports with spending summaries</li> <li>Partnership proposals or secured funding for new initiatives</li> </ul>

## V. Working Relations

Internal	<ul style="list-style-type: none"> <li><b>Global Health and Innovation:</b> Coordinate to ensure strategic complementarity and aligned engagement with stakeholders</li> </ul>
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	<ul style="list-style-type: none"> <li>● <b>Digital Communications:</b> Supply campaign narratives and policy insights for content and messaging</li> <li>● <b>Community Engagement:</b> Coordinate community voices into advocacy campaigns</li> <li>● <b>Media Relations:</b> Provide policy analysis and messaging briefs for media engagement</li> <li>● <b>Partnership:</b> Map and coordinate for a funding opportunity</li> <li>● <b>Government Relations:</b> Provides policy access and leverages government relationships for advocacy goals</li> <li>● <b>Finance, Administration, and HC:</b> Processes budgets, contracts, and administrative support</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>● <b>Consultants:</b> Commission specialized research, design, and implementation support as needed</li> <li>● <b>Policymakers:</b> Primary target audience for advocacy engagement and policy influence</li> <li>● <b>Experts:</b> Consult and technical expertise, evidence, and credibility for campaign and advocacy messaging.</li> </ul>

## VI. QUALIFICATIONS

### A. Minimum Qualifications

- Bachelor's degree in Public Health, Political Science, Development Studies, or related field; Master's degree preferred
- Minimum 5+ years of experience in policy advocacy, campaign management, or related field
- Demonstrated experience leading multi-issue advocacy campaigns and policy engagement initiatives, particularly in health, public policy, or development sectors
- Substantive knowledge of or experience with non-communicable diseases, social determinants of health, or behavior change initiatives
- Proven experience managing and mentoring multiple team members
- Demonstrated experience engaging with government officials, policymakers, and policy processes.

### B. Competencies

- Strategic Thinking
  - Ability to connect campaign work to larger policy goals; comfortable with complexity and long-term planning
- Leadership & Team Development
  - Supportive management style; commitment to team well-being and professional growth
- Stakeholder Engagement
  - Skill in building relationships with diverse actors (government, media, partners, communities)
- Adaptive Learning
  - Comfortable with monitoring, evaluation, and adjusting strategy based on evidence
- Cross-Functional Collaboration

- Ability to coordinate across teams and manage competing priorities
- Evidence-Based Thinking
  - Comfort with research, data, and grounding decisions in evidence