

| SCOPE OF WORK | |
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| Position | : Campaign and Advocacy Manager |
| Department | : Policy, Advocacy, and Campaign |
| Employee Type | : Contract |
| | Revision Date : 29 April 2026 |

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.

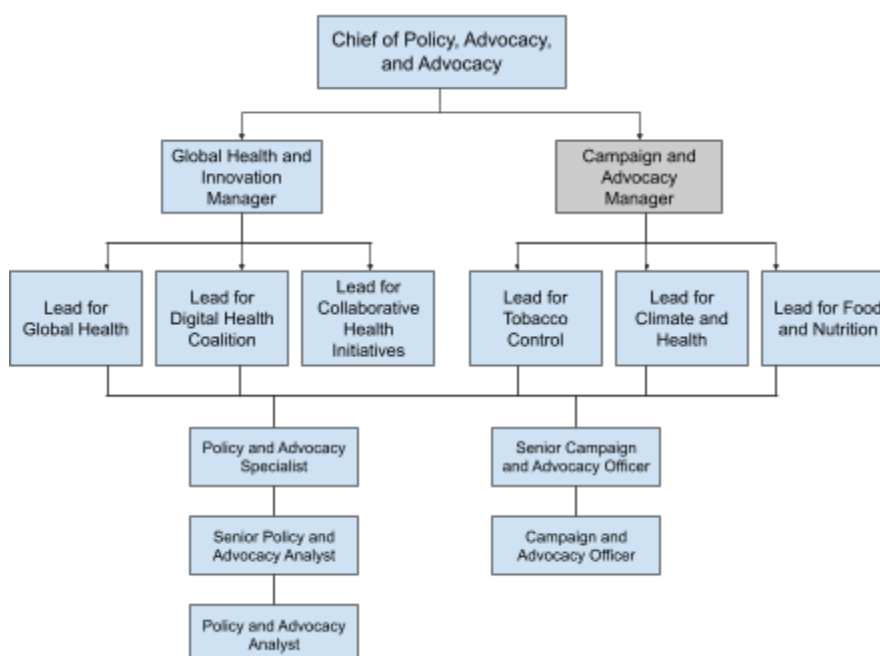
CISDI's corporate culture is our "Super Power". We hire highly intelligent professionals who thrive on challenges. Our professionals are given the freedom to express their creativity by solving complex healthcare sectoral issues often working on problems that other organizations may not have tried or 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 leads the design and execution of high-impact advocacy strategies and public campaigns to drive systemic change in health policy and practice. Reporting to the Chief of Policy, Campaign and Advocacy, this role ensures that CISDI's advocacy and campaigning efforts translate research evidence and community needs into clear policy tasks, compelling narratives, and measurable influence. The role focuses on shaping and delivering targeted campaigns that mobilize public support, influence decision-makers, and respond strategically to key policy moments.

The role also strengthens advocacy impact by building and sustaining partnerships with government, civil society, media, and coalitions to amplify messages and coordinate collective action. It ensures campaigns and advocacy initiatives are timely, evidence-based, and aligned with policy opportunities, while working closely with research, communications, and program teams to deliver cohesive and results-driven efforts. Through strong leadership in campaigning and advocacy, this role advances CISDI's mission to achieve equitable and sustainable health systems.

III. ORGANIZATION CHART



IV. JOB DESCRIPTIONS

| Responsibility | Activity | Output/Measurement |
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| Lead Campaign Strategy and Execution (20%) | <ul style="list-style-type: none"> Develop and implement integrated advocacy and public campaign strategies aligned with CISDI priorities Translate research findings into clear campaign narratives, key messages, and policy asks Identify and respond to strategic policy moments to maximize campaign impact Oversee the production of campaign materials across | <ul style="list-style-type: none"> Campaign strategies and workplans delivered on time High-quality campaign materials and messaging Increased public engagement and campaign reach |

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| | channels in collaboration with communications team | |
| Drive Policy Advocacy Efforts (20%) | <ul style="list-style-type: none"> ● Lead stakeholder mapping and engagement with policymakers, CSOs, and key influencers ● Develop advocacy briefs, position papers, and talking points ● Represent CISDI in advocacy forums, meetings, and public discussions ● Shape and deliver advocacy strategies to influence policy decisions | <ul style="list-style-type: none"> ● Strong advocacy products with actionable policy recommendations ● Increased engagement with policymakers and stakeholders |
| Coalition Building and Stakeholder Engagement (20%) | <ul style="list-style-type: none"> ● Establish and maintain partnerships with government, civil society, media, and coalitions ● Coordinate joint advocacy actions and campaign initiatives ● Facilitate regular communication and alignment with partners | <ul style="list-style-type: none"> ● Active and strengthened coalitions ● Coordinated advocacy actions across stakeholders ● Sustained partnerships and collaboration outcomes |
| Cross-functional Coordination and Integration (15%) | <ul style="list-style-type: none"> ● Work closely with research, program, and communications teams to align advocacy and campaigns ● Ensure consistency of messaging and integration of evidence across outputs ● Support internal coordination for campaign and advocacy implementation | <ul style="list-style-type: none"> ● Cohesive and integrated advocacy and campaign outputs ● Timely delivery of cross-functional workplans |
| Monitoring, Learning, and Reporting (15%) | <ul style="list-style-type: none"> ● Monitor campaign and advocacy performance, including reach, engagement, and policy progress ● Document lessons learned and adapt strategies accordingly ● Prepare periodic reports on advocacy and campaign outcomes | <ul style="list-style-type: none"> ● Regular campaign and advocacy performance reports ● Documented learning and strategy improvements ● Evidence-based adjustments to campaigns and advocacy approaches |

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| Managerial and Strategic Support (10%) | <ul style="list-style-type: none"> ● Oversee project timelines, budgets, and team coordination ● Provide strategic inputs to unit priorities and organizational goals ● Support additional tasks as required by the Chief of Policy, Campaign and Advocacy | <ul style="list-style-type: none"> ● Timely implementation of workplans and budget utilization ● Strong team coordination and delivery ● Contribution to unit and organizational targets |
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V. WORKING RELATIONS

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| Internal | <ul style="list-style-type: none"> ● Human Capital (HC) – technical discussion and preparations of projects/activities such as finding consultants, contracting enumerators, etc; ● Finance and Administration (F&A) – technical discussion and administrative, etc; ● Knowledge and Learning (KL) – technical support for data, information, and report management and usage; ● Research and Development, Tobacco Control Project, Food Policy Project, PHC – getting data, aligning projects and timelines; ● Strategic Unit, TRACK SDGs – aligning focus and policy priorities; ● Communications - supporting social media and media collective advocacy efforts, and collective community engagement. |
| External | <ul style="list-style-type: none"> ● Consultants – technical assistance for preparation, implementation, and reporting of projects; ● Experts and policymakers – working together or getting permission and information related to current/historical conditions/policies. |

VI. QUALIFICATIONS

A. Minimum Qualifications

- Bachelor's degree in public health, global health, public policy, communications, social sciences, or other relevant fields with at least 5 years of experience in advocacy, public campaigning, and policy analysis, a Master's degree in a relevant field is an advantage
- Have at least 2 years of experience in leading advocacy efforts with proven results, preferably in health policy
- Demonstrate advanced English written and verbal communication skills
- Proven ability to synthesise data and information into policy knowledge products
- Experience in managing collaborative development projects with fixed deadlines

- Experience working with international and national organisations (including in a coalition/platform), preferably in health policies
- Experience working alongside Indonesian government entities and other policymakers

B. Competencies

- Core Competencies
 - Integrity
 - Accountability
 - Collaboration
 - Strategic thinking
 - Results orientation
- Technical Competencies
 - Advocacy strategy development
 - Public campaign design and execution
 - Policy analysis and research translation
 - Stakeholder mapping and engagement
 - Monitoring, evaluation, and reporting
- Behavior Competencies
 - Strong leadership and accountability
 - Effective communication and storytelling
 - Analytical and critical thinking
 - Adaptability and responsiveness to change
 - Proactive and solution-oriented mindset