



Job Posting

**Project Manager – Multi-country campaign
Equimundo, Washington, D.C.**

June 2024

Overview:

Equimundo, an international non-governmental organization (NGO) working to promote gender equality and prevent violence, seeks a project manager for a multi-country (Indonesia, Morocco, Rwanda, South Africa, Uganda) campaign as part of Generation Gender. This is an independent consultancy open to candidates, individuals or organizations, anywhere.

Background

Generation Gender, a global advocacy program that aims to contribute to the creation of violence-free and gender-just societies, is launching a multi-country communications initiative aimed at promoting gender equitable masculinities. The campaign seeks to challenge harmful definitions of masculinity and encourage men and boys to embrace more positive and inclusive forms of masculinity. The campaign, like the program, should be grounded in an innovative and inclusive gender-transformative philosophy to positively influence public opinion, laws and policies, and strengthen local civil society.

About Equimundo:

Equimundo is a global leader in promoting gender equality and preventing violence by engaging men and boys in partnership with women and girls, and individuals of all gender identities. We believe that working with men and boys to transform harmful gender norms and unequal power dynamics is a critical part of the solution to achieve gender equality. With partners in more than 55 countries, Equimundo's work – including high-impact research, evidence-based programs, and targeted advocacy efforts – seeks to create a nonviolent, caring, and gender-equitable future for all. For more information, please visit www.equimundo.org.

Duties & Responsibilities:

- Develop and implement a comprehensive project plan in line with the campaign's objectives and key messages outlined in the concept note;
- Support partner organizations in developing a joint identity for the campaign while supporting and maintaining country coalitions' ownership over the final output;
- Coordinate with relevant stakeholders, including partner organizations, to ensure alignment and collaboration throughout the campaign;
- Liaise with the country coalitions' production houses/consultants;
- Lead the development and oversight of a crisis communications plan to effectively address and manage any negative reactions or feedback;
- Address issues and challenges that arise during the implementation phase, providing effective solutions;
- Collaborate with country coalitions to implement a robust monitoring and evaluation framework to track the reach and impact of campaign messages on target audiences;
- Ensure all communications are honest, truthful, inclusive, and free from biases or stereotypes, particularly regarding men and masculinities; and
- Provide the campaign leads with regular reports detailing progress, flagging challenges with an overview of suggested mitigation strategies, and key achievements.

Qualifications for Consideration:

- Proven experience in project management, preferably in the field of digital communication campaigns;
- Strong understanding of gender issues and the dynamics of masculinity;
- Experience working on advocacy campaigns and programming;
- Excellent verbal and written communication as well as strong interpersonal skills;
- Proficiency in social media management, analytics, and content creation;
- Familiarity with monitoring and evaluation techniques, including data collection and analysis;
- Ability to work effectively in a multicultural and diverse environment;
- Familiarity with crisis communication strategies and social media management.

Goals & Advocacy Asks:

- Encourage target audience to rethink the current definitions of masculinities;
- Offer a counter-narrative promoting gender-equitable, caring, and non-violent masculinities;
- Contribute to deconstructing patriarchal gender stereotypes and promote respect and equality;
- Highlight benefits of supporting gender equality and challenging traditional expectations of masculinity;
- Encourage men to challenge harmful masculine norms, raise awareness of alternative models of masculinities, and provide actionable steps to achieve healthy masculinity;
- Contribute to mobilizing local policy makers and community leaders.

Additional Information:

Audience: the primary audience is men and boys via targeted messages focusing on breaking free from restrictive masculine norms and promoting inclusivity. On the other hand, the campaign will address media and content creators by emphasizing their role in providing models of healthy masculinities. Finally, the campaign will aim at influencing public opinion on a broader level and communities' perception and general consensus of what it means to be a "man."

Compensation:

This consultancy pays up to \$20,000. Please provide the cost breakdown in your proposal.

Start and End Dates

The proposed consultancy dates are July 15, 2024 to December 31, 2024.

To Apply

Applicant must submit a resume/portfolio as well as a technical proposal including, but not limited to, an overview of the methodology they plan to employ and their suggested approach to undertake the assignment alongside a detailed financial offer via email to Cody Ragonese (c.ragonese@equimundo.org) by June 20, 2024.

Only shortlisted candidates will be contacted.

Equal Employment Opportunity Statement

Please view this description as a general overview but not a mandatory comprehensive list. Do apply if you feel passionate about our efforts and believe you have the skills to contribute and lead in this role. We want to hear from you!

We are an equal opportunity employer, and we strongly encourage Black, indigenous, people of color, women, people with previous felony convictions, members of the LGBTQIA+ community, and others who identify with underrepresented groups to apply.