



Role: Advocacy Manager
Location: London
Start date: September 2017
Reports to: Director
Area of Work: Co-Existence

Who we are: The Tony Blair Institute for Global Change

The Tony Blair Institute for Global Change is a not-for-profit organisation dedicated to making globalisation work for the many, not the few.

We offer new thinking and new approaches to addressing some of the most intractable problems leaders today are wrestling with.

The Institute works to provide policy and strategy in support of a vision of globalisation designed to improve the well-being of the people, economically, politically, and socially. Our focus is on tackling the big challenges which hold such a vision of globalisation back:

- Poor governance which stops the benefits of globalisation being shared because countries cannot build the institutional strength and resilience to transform their situation and deliver for their people
- Extremism which stops the co-existence and cultural open-mindedness essential for social integration
- Conflict which entrenches sectarianism and paralyses progress, particularly in the Middle East
- Western politics which is in urgent need of a new agenda to provide radical but sensible answers to the new challenges presented by globalisation, technology, and the rise of a new false populism

The Co-existence Pillar

The Co-existence (CE) Pillar of the Institute works to promote co-existence and counter extremism through thought leadership, and our education and leadership programmes.

Violent religious extremism poses a threat to us all. But the violence itself is a tragic symptom of a deeper problem. To defeat extremism, we must understand and address the ideology that drives the violence.

Our thought leadership work engages with senior policy makers and has reached millions by driving the news agenda. Our projects on the ground have reached over two million people, through education and training in schools, universities, and with religious and community leaders. The Institute's work on promoting co-existence and countering extremism is born out of the work formerly undertaken by the Tony Blair Faith Foundation, established in 2008 and merged into the Institute in 2017.

Our team's research into ideology, analysis of conflict, and monitoring of both the activities of radical groups, and government responses, provides the thought leadership needed to properly

define the challenge and grasp its global reach. In the news and behind the scenes, we offer policy responses to meet the scale of the challenge. On the basis of our research, we advise governments and international institutions around the world on policy approaches to countering extremism.

Role Summary

The **Advocacy Manager** will report directly to the Director and will work closely with both the Research team and TBI's central Communications team. She/he will be responsible for planning and executing advocacy and communications efforts within the Co-Existence pillar aimed at exposing extremist ideology. She/he will line-manage a team of three. We are looking for someone who can lead from the front, using their extensive campaigning experience to deliver tangible results.

The duties of this post-holder are to:

- In collaboration with the Director, plan, set the direction, and prepare the strategy for major advocacy and communications campaigns in the UK aimed at exposing extremist ideology
- Manage the campaigns on a day-to-day basis, including line-managing an internal team of three and liaising with external partners
- Coordinate closely with our Research team, to ensure our research is geared towards maximizing campaign results
- Liaise closely with TBI's central Communications team, to ensure coordination and message consistency
- Develop the overall narrative and manage the preparation of materials, including briefings, speeches, talking points and official statements
- Develop a stakeholder engagement plan and an events plan, including the creation and management of the grid
- Meet with, educate and nurture relations with decision-makers and other key stakeholders
- Oversee media activity (traditional and social media) and strategically plan our exposure. Conduct high-level media appearances (e.g. TV interviews)
- Plan, manage and lead advocacy events, including conferences, round-table discussions and high-level forums
- Set realistic advocacy targets and monitor our progress in achieving them
- In the event of sudden large-scale events, assess needs and potential risks and impact on our advocacy and design response.

Person Specification

This is a role in a fast paced team, working within complex policy areas that are highly scrutinised. Therefore the successful candidate for the role should be able to display the majority of the following:

- 5-7 years of experience in communications, public relations and/or advocacy
- Experience in planning, leading and managing high-level advocacy campaigns in the UK



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- Solid understanding of the UK political and media environment and a substantial cross-party network which can be leveraged
- Proven familiarity with major contemporary geopolitical affairs
- Experience and knowledge in topics related to countering religious extremism strongly preferred
- A strong results orientation, with a track record of solving problems creatively
- Media-savvy and politically astute. Able to use media exposure to communicate impact policy deliberations
- Strong interpersonal skills; an excellent listener who has the ability to work productively and diplomatically with a wide array of different people and institutions
- Persuasive, highly articulate, and good at “selling” ideas and gaining support and commitment for initiatives from individuals and organizations
- Excellent time and project management skills. Highly flexible, with the ability to juggle multiple priorities and adjust to changing circumstances.

How to apply

In order to apply you are required to submit your CV and covering letter (each no longer than 2 pages) explaining why you want to work at The Institute and your suitability for the role to recruitment@institute.global.

Applications will be reviewed on a rolling basis and interviews organised thereafter.