## Job Description:

**Our Children’s Vision – UK, Ireland and Northern Europe Campaign Manager**

| **Job Title:** | UK, Ireland and Northern Europe Campaign Manager for Our Children’s Vision |
| **Location:** | Based with Vision Aid Overseas, Crawley, West Sussex (with some home-working possible) |
| **Reports to:** | Chief Executive Officer, Vision Aid Overseas (with dotted line to Our Children’s Vision Programme Director, Brien Holden Vision Institute, Australia) |
| **Responsible for:** | Not applicable |
| **Salary:** | Competitive |
| **Terms:** | Full time |
| **Duration:** | 1-year contract (with possible extension for second year) |
| **Leave:** | 28 days holiday per annum plus bank holidays |
| **Closing date:** | 28th August 2018 (Interview dates to be confirmed) |

### About Our Children’s Vision

Our Children’s Vision is a global coalition upscaling and accelerating the delivery of eye health services to millions of children worldwide. No child’s quality of life or education should be compromised simply because they cannot get the eye care they need.

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1 Initially UK and Ireland and then Northern Europe at an appropriate expansion point
Our goal, in line with the World Health Organization Global Action Plan for Universal Eye Health\(^2\), is access to eye care for all children, in the developed and developing world. This target is ambitious, but Our Children’s Vision is a catalyst driving the change needed – uniting global and local partners to deliver services to school-aged children, and advocating changes in policy and practice at national, regional and global levels.

Our Children’s Vision works with local partners and personnel to provide vision checks, eye exams and treatment. This model utilises local expertise, strengthens local capacity by creating networks and referral pathways, and develops unified advocacy approaches.

**Goal**  
To ensure all our children have good vision and healthy eyes.

**Objectives**
1. To deliver appropriate, accessible and inclusive quality screening, refraction and referral services to 50 million children and adolescents by 2020.
2. To integrate child eye health into existing child and adolescent health and education systems.
3. To create awareness of the risk of myopia to children’s vision.

**Strategies**
1. To forge collaborative inter-sectoral relationships between international development partners, public and private sector, and individual practitioners, to drive service provision and health promotion, education and awareness.
2. Use school health initiatives as the core mechanism to deliver services to children; to drive awareness and create demand for refractive error services.
3. To generate evidence for effective policy changes with governments and other stakeholders to integrate child eye health into health and education systems.
4. To advocate for the inclusion of child eye health policies within child health and education policies in government and civil society organisations.
5. Develop and implement an interactive and engaging health promotion campaign targeted at different sectors of society.
6. Collaborate with the Myopia Institute to generate evidence to develop education, awareness and advocacy campaigns around the impact of myopia and high myopia on children.

**Outcomes**
1. 50 million children provided with vision care
2. Eye health integrated into school health programs
3. Increased awareness of the risk of myopia to children’s vision

Dozens of local, national and global partners have joined us to help ensure that more children, in more regions, have access to stronger referral pathways, and comprehensive treatment. It will take us all to instigate sustainable change in eye care provision and the holistic health of our children.

\(^2\) UN Convention on the rights of the child defines children as 0-18
About Vision Aid Overseas

Vision Aid Overseas is a UK-based charity, with a focus on fighting poverty by transforming access to eye care services in developing countries in Africa. The charity was established in 1985 following a visit of British optical professionals to Tanzania where they held a series of clinics to provide eye tests and spectacles to patients in poor and marginalised communities.

Our work focuses on the development of services for uncorrected refractive error and primary eye health. Uncorrected refractive error is the world’s leading cause of avoidable visual impairment, with an estimated 670 million people affected worldwide.

We develop programmes that integrate training, primary eye care and facility developments into national and regional eye care plans, seeking always to be responsive to local need. In this way, we help children to learn and adults to earn so that they can provide for their families.

Vision Aid Overseas is a key implementing partner of Our Children’s Vision, having joined the Campaign in late 2015. Vision Aid Overseas is currently scaling up its support to School Eye Health in the countries where it works, and is committed to further strengthen Our Children’s Vision Campaign, by increasing its profile and support in the UK, Ireland and eventually Northern Europe and is therefore an ideal partner to support and with which to place this position.

Purpose of Job

Our Children’s Vision has been gaining momentum over the last few years, with the total number of supporting and implementing partners now standing at 61 and with enhanced support from the founding partners including the Essilor Vision for Life Foundation. Following the Vision Aid Overseas event – “Vision Matters Leave No-one Behind” at the House of Commons in March 2018, sponsored by the Essilor Vision for Life Foundation and Specsavers, where Professor Kovin Naidoo of the Brien Holden Vision Institute launched the Our Children’s Vision Campaign in the UK, plus the prioritisation of eye health by the recent Commonwealth Heads of Government Meeting (CHOGM) in April in London, the time is now ideal to create a new position for Our Children’s Vision to take the Campaign forward in the UK and Ireland (and later in Northern Europe) to muster further support.

The Campaign Manager will:

- Develop an Advocacy and Campaign strategy and plan for the UK, Ireland and later for Northern Europe, together with OCV partners
- Advocate for the prioritisation of resources by International Development Organisations and Donors for school health initiatives globally that deliver eye care services to children and for services to reach out of school children
- Advocate for Children’s Eye Health to be integrated into School Health programmes and education systems, particularly in lower and lower middle-income countries;
- Raise the profile of the Campaign and VAO’s programmes in the UK, Ireland and eventually Northern Europe and increase support;
• Promote the Standard School Eye Health Guidelines;
• Recruit more Campaign Partners from the UK, Ireland and Northern Europe;
• Support others’ international campaigns to integrate children’s eye health;
• Connect partners to form innovative inter-sectoral partnerships to meet the goal and objectives of the Campaign.

Reporting directly to the CEO of Vision Aid Overseas and with a dotted line to the Our Children’s Vision Programme Director in BHVI, Australia, this position will play an important role in achieving impact of the Our Children’s Vision Campaign, Vision Aid Overseas’ work and that of other implementing partners.

The successful candidate will be a dynamic self-starter with a strong background, skills and experience in advocacy and campaigning, who is passionate about advocating for Children’s rights, shares the ambition of Our Children’s Vision and who is inspired by the opportunity to make a real impact on Children’s lives. Experience in International Development and in global health are also essential and in global eye health desirable.

Key areas

Advocacy and Campaigns

• To develop an international Advocacy and Campaign strategy and plan to guide Our Children’s Vision in the UK, Ireland (and eventually Northern Europe), working closely with the OCV secretariat in Australia and the OCV partners based in the UK, Ireland and Northern Europe
• Undertake a range of lobbying, communications and other activities to inform and persuade international policy makers based in the UK, Ireland and Northern Europe (including international donors, politicians, UN agencies, Corporates and other INGOs) of the key policy asks of Our Children’s Vision
• Support UK, Ireland and Northern Europe partners’ international campaigns to include children’s eye health
• Promote understanding and use of the Standard School Eye Health Guidelines for those organisations supporting education programmes and school health internationally
• Undertake and disseminate a regular watching brief on policy makers and other key players in the UK and Ireland, in relation to children’s eye health, education, disability and inclusion and identify appropriate opportunities to raise awareness, influence international policy change or establish collaborative working around children’s eye health.
• Develop advocacy and communications materials that can be used in the UK, Ireland and eventually Northern Europe
• In collaboration with OCV partner programmes globally, identify mechanisms to ensure that the voices of children form the basis of the OCV advocacy strategy in the UK, Ireland and Northern Europe.
• Bring partners together and establish innovative collaborations to further the aims of the Campaign
Communications, Media and Representation

- Ensure that communications and media opportunities in the UK, Ireland and Northern Europe are identified and planned for in the Advocacy and Campaign strategy to increase visibility and profile of the Campaign and VAO’s programme work
- Support Vision Aid Overseas’ fund-raising for “Adopt a school” and the campaign and plan to hold at least one high-level event per year
- Develop and maintain a network of strong relationships with civil society groups, academia and the media to leverage impact
- With the OCV secretariat in Australia and Vision Aid Overseas’ fundraising and communications team ensure relevant communications materials are produced including where appropriate case studies, leaflets/factsheets, press releases/media packs including for social media
- Represent Our Children’s Vision at various high-level meetings in the UK, Ireland and Northern Europe, make presentations and provide timely feedback

Monitoring, Evaluation and Accountability

- Undertake regular monitoring and reporting on the implementation of the strategy to both the OCV secretariat and Vision Aid Overseas and other OCV partners
- Manage and report on any campaign expenditure
- Ensure compliance with all OCV and VAO policies including on Child Protection, Harassment and Misconduct and Whistle-blowing for example.

This job description cannot cover every issue or task that may arise within the post at various times and the post-holder will be expected to carry out other duties from time to time which are broadly consistent with those in this document. This job description does not form part of the contract of employment.

Please note:

- Unfortunately, we are unable to provide sponsorship for this position, so please ensure you have the right to work in the UK before you apply.
- Only successful applications will be contacted further for interviews.

Person Specification

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<th>Knowledge &amp; Experience</th>
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<td>1. Prior knowledge and proven experience in the development and implementation of successful Advocacy and Campaign strategies to achieve policy change</td>
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<td>2. Experience of working in International Development and in health essential and eye health or in child-focused international campaigns that promote children’s rights desirable</td>
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<td>3. Knowledge and experience of promoting child participation methodologies</td>
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<td>4. Proven experience of external representation and direct lobbying at a high level</td>
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<td>5. Experience in event planning and management</td>
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6. Experience in establishing strong networks and collaborative working to achieve impact through advocacy and campaigns

7. Experience in developing effective, engaging and persuasive communication materials for campaigns and in engaging the media

8. Prior experience of getting new initiatives off the ground, in working independently and managing a complex workload

9. Committed to the values of Our Children’s Vision and Vision Aid Overseas

### Competencies

1. **Drive for Results**
   - Is committed to achieving targets and takes personal accountability for work.
   - Acts on own initiative and works effectively under own direction.
   - Is open to new approaches and alternative means in order to accomplish results.

2. **Effective Communication**
   - Ability to synthesise complex information and present a clear case for support
   - Presents opinion logically, checking for understanding and encouraging open discussion
   - Written, oral and presentational skills, and communicating effectively with non-sector specific people
   - Tailors the message to fit needs of specific audience

3. **Problem Solving and Analysis of Information**
   - Identifies a range of practical solutions to address issues
   - Taking a critical and methodical approach when problem solving
   - Takes in and understands information quickly.

4. **Leadership & project management**
   - Leading others
   - Managing resources effectively
   - Is flexible and will work to develop the role over time

5. **Time & workload management**
   - Establishes priorities and develops clear and logical plans to achieve goals.
   - Monitors performance and progress against objectives.
   - Excellent organisation and time management skills, ability to meet deadlines and work under pressure.

6. **Working with others**
   - Develops effective working relationships and networks.
   - Aids a sense of team spirit by encouraging cooperation and open communication.
• Conflict management and influencing/negotiating
• Is diplomatic and experienced in working internationally

7. Risk management
• Understanding the sources of risk
• Evaluating risks and methods for their control and mitigation

This post is not exempt from the Rehabilitation of Offenders Act.

How to Apply

To apply, please send a cover letter, up to date CV and details of your current salary and salary expectations to the CEO of Vision Aid Overseas, Nicola Chevis at recruitment@visionaidoverseas.org. Your cover letter should explain your motivation for applying for the job and how you meet the requirements specified in the Job Description, which can be found at https://www.visionaidoverseas.org/FAQs/campaign-manager. The cover letter should be no more than 2 sides of A4.

Closing date: 28th August 2018
Interviews: tbc