



ELTON JOHN
AIDS FOUNDATION

**CANDIDATE PACK FOR
DIRECTOR OF POLICY AND ADVOCACY**

WELCOME

The Elton John AIDS Foundation has been at the forefront of the global AIDS fight for over 30 years. Established at Elton's kitchen table in 1992, it has since raised almost half a billion pounds to support more than 3,000 projects across 90 countries, reaching 100m people and making it the seventh largest independent AIDS funder globally.

As the AIDS epidemic has evolved, we are proud of the Foundation's record in deploying its funds, expertise and voice where they can make the most difference. Our goal has always been to listen to communities and establish their needs; build a case for the most effective entry point to leverage change, and partner with organisations on the ground as well as donor institutions to expand and embed what works. Data and evaluation to understand our impact are central to our work.

Today, even as 30m people around the world benefit from antiretroviral treatment, HIV is spreading where people have little or no control over their sexual health, because of marginalisation, discrimination and criminalisation. These groups account for 70% of all new HIV infections globally. Nine million people needing HIV treatment are not getting it. The greatest barriers to reaching them with the care and support they need are not medical but political. With its track record of successful programs around the globe, its outsized presence and voice, the Foundation is uniquely placed to use empirical evidence and strategic engagement to unlock some of the systemic barriers that prevent us from ending this deadly disease.

We are now seeking an exceptional Director of Policy and Advocacy who will develop a policy and advocacy strategy that marries the evidence and personal stories of our work in the field with strategic opportunities to effect lasting change – in laws and policies, funding and attitudes. A brand-new role for EJAF, this is a significant leadership position, reporting directly to the CEO, working with the Board, collaborating with heads of Grants and Communications Departments and briefing the Senior Leadership Team.

Candidates will have deep expertise of influencing policy, forming strategic relationships at senior levels and devising campaigns that engage key stakeholders to take action. Ideally, but not essentially, you will have expertise and knowledge of the international public health environment and political landscapes within that, plus highly developed policy and political networks both in the UK and globally. In addition, you will bring an understanding of profile and reputation, and how to manage and mitigate reputational risk.

Already operating at a similar level, you will bring a strong track record in delivering effective policy influence, and have the presence to engage, influence and inspire at all levels. You will be someone who understands the nuance of policy influence, serious and thoughtful with a credible presence, and with the maturity of judgement to deploy different techniques for the most effective impact. Clear and compelling with a systematic approach, you will build credibility quickly with a range of external stakeholders as well as internally understanding how programme delivery and communications teams can work strategically and successfully together. With a flexible and entrepreneurial style, you are someone who is creative in your thinking but with an approach that is backed by rigour and evidence for change.

The UN Sustainable Development Goal calls for an end to HIV by 2030. It will take bold action and systemic change to achieve this goal. The Foundation wants to be a core stakeholder.

If you feel that you have the skills and qualities to fulfil this position, we would be very pleased to hear from you.

Anne Aslett, Chief Executive
Sir Elton John, Founder & David Furnish, Chair



ABOUT US

The Elton John AIDS Foundation was established in 1992 and is one of the leading independent AIDS organizations in the world. The Foundation's mission is simple: to be a powerful force in ending the AIDS epidemic. The Elton John AIDS Foundation is committed to overcome the stigma, discrimination and neglect that keeps us from ending AIDS. With the mobilization of our network of generous supporters and partners, we fund local experts across four continents to challenge discrimination, prevent infections and provide treatment as well as influencing governments to end AIDS.

HIV can affect anyone and it's vital that everyone has access to safe and stigma-free HIV testing, treatment, and information. With amazing advances in HIV treatment, people who get care early enough can live full and healthy lives. The Elton John AIDS Foundation delivers programmes that aim to 'walk in the shoes' of vulnerable people; to understand the daily complex calculus they make for themselves and those they love, and to come up with solutions that meet them where they are.

OUR 4 CORE VALUES

- Care
- Connection
- Creativity
- Courage

We're committed to overcoming the stigma and neglect that keeps the world from ending AIDS. We work in some of the most challenging countries and contexts and fund work in places where other donors don't. With the influence of our founder, Elton John, and our generous supporters and partnerships, we harness local expertise to break down barriers between people and the life-saving help they need. Our work with local partners for local solutions is amplified by Elton's voice at national and international levels, driving policy change. The credibility of engaging on the ground further magnifies Elton's remarkable power to persuade, push and demand commitments and innovation that save lives.

The Foundation is supported by a staff of 30 operating out of offices in London and New York. We have an ambitious five-year strategic plan to further our vision and expand our staff and resources. It is essential that our team is made up of individuals who share our passion for the important life changing work that we do. We focus our work on the people and places who need it most. We won't leave anyone behind.



OUR PRIORITIES

The projects we invest in and partnerships we form are carefully chosen with a focus on the same priorities as all our work, putting the people and places most vulnerable to HIV/AIDS at the heart of our response:

EMPOWERING YOUNG PEOPLE

AIDS is now the leading cause of death among young people in Africa and the second leading cause of death among young people worldwide. To change this we must build trusted support networks, amplify young voices, and find more relevant ways to reach young people with relatable, accurate information and care.

SUPPORTING LGBTQ+ COMMUNITIES

Around 360,000 LGBTQ+ people acquire HIV each year. There are likely to be many more who aren't counted in the statistics. A third of all countries still criminalise same sex relationships, making it dangerous for people to be who they are and seek life-saving support when they need it. We speak out against prejudice and stigma to change laws and policies and raise standards for equitable, non-judgmental testing, treatment and care.

STAMPING OUT STIGMA FOR PEOPLE WHO USE DRUGS

We tackle the criminalisation and discrimination that puts people who use drugs at higher risk of HIV. Millions of people around the world inject drugs, including women, young people and LGBTQ+ people. They need support, not punishment, and we'll challenge dominant narratives around drug use that hamper life-saving funding and public health response.

WORKING WHERE THE NEED IS GREATEST: EASTERN EUROPE AND CENTRAL ASIA

This is one of few regions of the world where the HIV epidemic is worsening. Between 2010 and 2018 the number of people living with HIV in eastern Europe and central Asia increased by 70%. We're working to improve HIV prevention and care here – our RADIANT initiative invests in community-led innovations in key cities that can be replicated throughout the region.

BREAKING DOWN BARRIERS TO CARE IN THE US

The United States has made huge advances in tackling its HIV epidemic. But not all communities are seeing the same progress. LGBTQ+ people, and people who use drugs, are too often excluded from services. We use our voice and partnerships to break down the bias and stigma that continue to obstruct an end to the epidemic in the US.



OUR IMPACT



To find out more, [click here.](#)



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If we can find the love as a global community to agree that every life has equal value, if we can summon the compassion to provide treatment and prevention for everyone living with HIV – and I mean everyone, no matter who they are, where they live, or how rich or poor they may be – we can end AIDS forever.
– Elton John

ROLE DESCRIPTION

Role title: Director of Policy and Advocacy

Reports to: CEO

ROLE PURPOSE

Through your leadership of the policy and advocacy workstream at EJAF, you will work with teams across the Foundation to develop and implement an advocacy strategy which, alongside our funded programmes in the field and our communications output, can result in measurable wins for people living with and at risk of AIDS. This will include responsibility for building impactful influencing strategies and delivering nuanced influencing, advocacy and policy education approaches. In line with the Foundation's values, you will ensure that those affected by AIDS are at the heart of all we do and that EJAF supports and works in partnership with health policy makers to bring us closer to our vision. You will work with members of the Senior Leadership Team, deliver the advocacy strategy and lead the charity's strategic outcomes in policy and advocacy. This role will require some international travel.

MAIN RESPONSIBILITIES

- Lead our influencing, campaigning and engagement work on behalf of people affected by HIV and AIDS, and healthcare professionals, to create the environment where positive policy change benefits the HIV/AIDS community.
- Lead our partnership and coalition working to influence the external environment on priority areas.
- Provide mature and thoughtful leadership and role model a collaborative and enabling approach.
- Lead the Foundation's policy and advocacy strategic outcomes.

POLICY

- Responsible for the design, evolution and delivery of EJAF's policy objectives.
- Develop, with the CEO and SLT, the policy leadership of EJAF, internally and externally.
- Identify new opportunities to develop policy influence campaigns in specific areas.
- Ensure that all of our policy influence and interventions are grounded in rigorous research and evidence, working closely with the Chief Program and Impact Officer.
- Directly responsible for all policy interventions and campaigns in terms of quality, efficiency, timeliness and on budget.
- Lead on external influence in terms of policy-related events, panels, conferences and other engagement.
- Ensure continuous knowledge and understanding across policy developments.



ADVOCACY

- Lead EJAF's advocacy strategy, including stakeholder engagement and public campaigns, working closely with the Chief Communications Officer.
- Work in association with the Communications team to position EJAF's leadership (Founder, Chairman, CEO) in the media as influential voices on the issues we care about most and in a way that strategically speaks to audiences and in fora that can influence opinion and policy.
- Maintain a high-level and cross-party network of stakeholders, decision makers and policy makers in relevant policy, political, corporate and civil society organisations in the UK and globally.
- Lead and participate in meetings and research events on behalf of EJAF
- Deploy EJAF technical specialists where appropriate
- Present at seminars and events on behalf of EJAF.

GENERAL

- Provide exemplary leadership, modelling best practice at a senior level.
- Ensure that all that we do promotes a supportive, empowering culture of mutual respect.

PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

- A track record of working at senior level in a role which requires an organisation-wide, cross-functional strategic perspective on issues, challenges and opportunities.
- Knowledge of the health, public health and care context within which we operate, with a background in policy, advocacy and strategic influencing.
- Experience of setting and influencing policy development in the non-profit sector, preferably in public health-related sectors.
- Track record of results-driven stakeholder engagement with proven impact, and highly developed political and policy networks in the UK and globally.
- Experience or knowledge of systems change approaches, as well as an understanding of funding streams and how to influence decision makers.
- Evidence of creativity, seeking new ideas and ways working to inspire and lead innovation.
- Strong evidence of leadership that inspires colleagues, harnessing their energy and expertise to achieve success.

SKILLS AND ABILITIES

- Excellent interpersonal, written and oral skills.
- Ability to work collaboratively to manage competing priorities and demands, leading ongoing strategic prioritisation.
- Excellent communication, networking and influencing skills, with the ability to build strategic and purposeful relationships at very senior levels, with diplomacy.
- Demonstrable evidence in building, managing and developing partnerships with organisations with shared values as well as managing stakeholder expectations.
- Excellent critical information seeking skills able to see the important in a wealth of detail.
- Strong problem-solving abilities, develop solutions that make a difference in situations where there is complexity of multiple stakeholders.

STYLES AND BEHAVIOURS

- Alignment with our 4 core values: Care, Connection, Creativity and Courage.
- Curious and eager to work in a purpose-driven environment.
- A team player whose rises to challenges open to new ideas and methods.
- Strategic and creative mindset coupled with a 'sleeves rolled up' approach.
- Patient and a thoughtful teacher to educate colleagues who do not have expertise in this area.



TERMS OF APPOINTMENT

SALARY

The salary for this role is circa. £100,000 per annum on a full-time permanent basis.

LOCATION

We currently have a flexible working schedule in London.

PENSION

Pension contributions are 6% of salary

ANNUAL LEAVE

25 days annual leave in addition to bank holidays

ADDITIONAL BENEFITS

This role offers the option to join a private healthcare scheme after a successful probation period.



HOW TO APPLY

We hope you will consider making an application. To make an application, please go to <https://starfishsearch.com/jobs/ej-aids-dirpa/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

CLOSING DATE

Friday 1 March 2024

PRELIMINARY INTERVIEWS

w/c Monday 11th March and w/c Monday 18th March 2024

FINAL PANEL INTERVIEWS

w/c Monday 8th April 2024 (TBC)

