

## TERMS OF REFERENCE

### DESIGNATION: COMMUNICATIONS AND ADVOCACY LEAD

#### Background

Unilab Foundation, Inc (ULF) is the corporate foundation of United Laboratories, Inc. Its purpose is to strengthen the enabling environment for inclusive development through social innovations and impactful programs that will improve the mental health and wellbeing of young Filipinos, nurture integrated Science, Technology, Engineering and Mathematics (STEM) learners, innovators and workforce and improve the active participation of the youth in promoting good health and well-being of Filipinos.

ULF aims to achieve long term, transformational development impact and is committed to building partnerships to extend its programs' reach and impact. ULF convenes like-minded groups and individuals from international and local NGOs, other development sector stakeholders, government, industry and academe to address development issues in a coordinated manner.

#### ULF has three Programs:

- Heads Up PH is a mental health and wellbeing program. Working with partners, the Program focuses on capacity building for educators, providing learners access to information towards improving their key socio-emotional skills, curricular innovation, building community support and advocating for enabling policies.
- Project Kaakbay enables the youth to actively promote health and well-being of Filipinos. Working with partners, the Program equips the youth to be advocates for health by building leadership and management competencies to implement health projects in their communities and advocates for enabling policies for youth engagement.
- The Unilab Center for Health Policy (UCHP) is an initiative of the Unilab Foundation as part of its program of creating an enabling environment for inclusive development. The UCHP will provide the venue for stakeholders in government and the private sector to better understand health policies and implementation arrangements and for them to engage in a fruitful solutions-focused dialogue with the end in view of delivering better health services particularly to the most-vulnerable

For more information, visit [www.unilabfoundation.org](http://www.unilabfoundation.org)

**Purpose**

Leads the development and implementation of effective communications and advocacy strategies that promote Unilab Foundation's vision, mission, values, and programs. The position requires a strong background in communications, advocacy, and campaign management, as well as excellent writing, verbal, and interpersonal skills.

**Scope of Work**

1. Develop and implement a comprehensive communications strategy that promotes Unilab Foundation's vision, mission, values, and programs.
2. Design and implement advocacy campaigns that influence policy and decision-makers to support Unilab Foundation's mission and goals.
3. Build and maintain relationships with media, stakeholders, and partners to secure coverage and support for Unilab Foundation's work.
4. Develop and manage content for various channels, including social media, website, and print materials.

**Key Result Areas (KRAs):**

## 1. Communications Strategy and Planning:

- a. Develop a comprehensive communications strategy that aligns with Unilab Foundation's mission and goals.
- b. Create a communications plan, to include branding, that outlines key messages, target audiences, and channels.

## 2. Advocacy and Campaigns:

- a. Design and implement advocacy campaigns that influence policy and decision-makers to support Unilab Foundation's mission and goals.
- b. Build partnerships with key stakeholders, including government agencies, NGOs, and private sector companies.

## 3. Media and Stakeholder Relations:

- a. Build and maintain relationships with media, stakeholders, and partners to secure coverage and support for Unilab Foundation's work.

b. Develop and implement a media relations strategy (to include media monitoring) that secures positive coverage of Unilab Foundation's programs and initiatives.

#### 4. Content Development and Management:

a. Develop and manage content for various channels, including social media, website, and print materials.

b. Create a content calendar that outlines key messages, themes, and channels.

c. Manage all digital assets of the organization

### **Knowledge, Skills, and Qualifications**

This position requires a results-driven individual, with

1. Relevant educational background in Development Communications or similar field of study. Other relevant professional degrees and certifications will also be considered.
2. At least 5 years of Communications and Advocacy experience, preferably in a development sector context.
3. Experience in developing and implementing a strategic and multi-faceted communications and advocacy program.
4. Excellent communication skills, written and oral.
5. Knowledge of management of social media and other online platforms, and analysis of its metrics.
6. Knowledge of social sectors in the Philippines.

### **Selection Criteria:**

1. Relevant educational and/or professional degrees and certifications.
2. Excellent Oral and Written communication skills.
3. Demonstrated ability to develop and implement a strategic and multi-faceted communications and advocacy program.
4. Demonstrated ability to produce Communications and Advocacy materials.
5. Demonstrated ability to produce quality written materials and reports.
6. Demonstrated ability to work collaboratively.



2/F Bayanihan Center Annex  
132 LVP Compound, Pioneer St.  
Mandaluyong City, Philippines 1550  
Telefax No. 8858-1000 loc 8160  
[www.unilabfoundation.org](http://www.unilabfoundation.org)

## **How to Apply**

Please send your updated Curriculum Vitae and a sample written work to [hr@unilabfoundation.org](mailto:hr@unilabfoundation.org) with a subject line Communications and Advocacy Lead and a cover letter outlining your suitability for the position. The accepted applicant will be based in Mandaluyong City.

Due to the volume of applications received, only shortlisted candidates will be notified.

*Child Protection: Unilab Foundation Inc is committed to child protection and safeguarding the welfare of children in the delivery of our programs. Recruitment and selection procedures reflect this commitment and will include relevant criminal record checks.*