

World YWCA – Lead of Engagement and Impact (LEI)

Terms of Reference for Contractor Role

The **Lead of Engagement and Impact (LEI)** is a contractor role that supports the implementation of strategic engagement, knowledge management, and impact initiatives at the World YWCA. Reporting to the Senior Director of Global Engagement and Impact, this role plays a key part in strengthening advocacy efforts, content development, and digital knowledge-sharing strategies across the movement.

The Lead of Engagement and Impact (LEI), will be a key thought leader and member of the Senior Team. The LEI will focus on ensuring everything we do within the YWCA movement and with the external partners is based on evidence-based research, with strength in content standardisation, advocacy impact measurement, and engagement strategy implementation.

The role requires knowledge-building, research, content leadership, trends, human-rights principles and approaches, and communication expertise while ensuring alignment with Goal 2035, movement strengthening, and visibility enhancement. Collaboration across various leadership levels and teams—including other team members and Executive Leadership—will be critical to success. The LEI reports directly to the Senior Director of Strategy and Operations, providing leadership to the entire organisation.

About World YWCA

The World YWCA aims to reach 100 million young women and girls and transform power structures to end gender inequality by 2035. Established in 1855, the World YWCA is the world's oldest women's movement. With member associations across continents, it works to fulfil human rights and make gender equality a reality.

The World YWCA is a learning organisation with recognised mentorship across generations, where 50% of the World Board members are aged 30 and under. The World YWCA aims to develop women and girls' leadership and collective power worldwide to achieve justice, peace, health, human dignity, freedom, and a sustainable environment for all people.

The World YWCA mobilises and connects millions of young women around transformational change and provides leadership opportunities worldwide. It also actively influences policies, regulations, and social and community norms that prevent women from realising their rights and leadership potential. The World YWCA has three strategic priorities:

- Management and governance excellence towards Goal 2035
- Strategic partnerships and communication towards Goal 2035
- Engagement and mobilisation of girls, young women, and women towards Goal 2035

Duties and Responsibilities:

Strategic and thought-leadership (40%)

- Work as a thought leader alongside the Senior Director of Strategy and Operations (SDOS) and Senior Team members to advance evidence-based and storytelling-driven content creation.
- Conduct research and evidence-building initiatives, contributing to the strengthening of content development across functions.
- Develop standardised methods for capturing advocacy gains, providing structured support and management for implementing these frameworks.
- Represent World YWCA in specific movement, partner, advocacy, and donor spaces as warranted by the Executive Leadership.
- Envisions and contributes to the strategies of the organisation. Directly supervises complex and/or strategically focused consultant contracts.
- Creates, implements, maintains, and adapts based on evaluation and learnings and reports on engagement

and impact metrics for World YWCA mission-driven and strategic communication/visibility-driven efforts.

- Management of programmatic, mission-impact initiatives or programs, ensuring that the efforts are fully aligned with the annual work plan, 2020-2023 Strategic Framework, and/or Goal 2035 and designed to require reasonable investment of resources with high impact. This includes oversight and coordination of actions towards streamlining data around Goal 2035.

Program & Content Development (30%)

- Providing overarching project management across various functional areas.
- Support the RiseUp! The program manager and the team towards quality implementation of the Phase IV, contributing content for future planning and evaluation of the program, ensuring alignment with the strategic priorities.
- Lead and support, as needed, management of budgets and innovative use of funding to solve problems on time.
- Strengthen the internal and external communications and engagement strategy with Executive Leadership, Marketing and Communications, and IT team members.
- Lead the streamlining of content across technological platforms to ensure coherence, accessibility, and user engagement.
- Strengthen the Goal 2035 data popularisation strategy, ensuring internal and external audiences are effectively engaged.
- Develop key definitions and boilerplate content focusing on localised, decentralised, and decolonised language.
- Provide content leadership around the World YWCA's Strategic Framework, particularly emphasising external dissemination and socialisation.
- Work closely with the Director of Movement & Capacity Building and Accountability to support content development for movement-building initiatives.

Knowledge & Engagement Initiatives (30%)

- Lead content strategy for digital and other knowledge initiatives. This includes but is not limited to the promotion and growth of World YWCA signature tools, virtual knowledge webinars, dialogues, video productions, etc.
- Lead strategic actions around the engagement of young women within the movement and beyond. Aligned supports the Advocacy and Training Manager in strengthening programs like Advocacy Ambassadors and Alumni Initiatives.
- Ensure content is developed and disseminated consistently in all three official languages of the World YWCA, especially regarding signature tools and knowledge products.
- Lead the thematic expansion of RiseUp! and other Signature tools, ensuring alignment with needs, planning, and strategic priorities.
- Support implementing and integrating YWCA Social in the organisation's digital engagement efforts.

Key Skills, Experience and Competencies:

- **Commitment to Social Justice:** Strong passion for social movements, demonstrated commitment to feminist values, equity, and inclusion. Extensive experience in evidence-based community work, focusing on easily connecting global and local. A deep sense and understanding of feminist values and how they manifest worldwide, intersecting with global realities.
- **Communication and Relationship-Building:** Excellent interpersonal skills for building and maintaining relationships with diverse internal and external stakeholders.
- **Organisational Expertise:** Strong organisational skills, attention to detail, and the ability to manage multiple tasks, deadlines, and priorities efficiently and effectively.
- **Adaptability:** Flexibility and openness to change, particularly in fast-paced and dynamic environments.
- **Documentation and Reporting:** Proficient in documentation processes, reporting, and maintaining accurate records.
- **Digital Proficiency:** Experience using digital tools, collaborative platforms, and systems such as intranets, CRMs, and survey tools.



- Grassroots Experience: Experience working with grassroots leaders, groups, and communities is a plus.
- Cultural Sensitivity: Ability to adapt communication strategies to different cultural contexts and to thrive in a remote, global team environment. Commitment to the human rights based approach (HRBA) feminist values, inclusive language, and culturally sensitive communications.
- Language Proficiency: Oral and written proficiency in English is mandatory. Proficiency in French, Spanish, and other languages is an added advantage.
- Enthusiasm for the World YWCA mission, the value of World YWCA signature tools, the logic behind World YWCA Goal 2035, and the unique characteristics of the YWCA global movement.
- Commitment to the human rights-based approach (HRBA), inclusive language, and culturally sensitive English, French, and Spanish communications.

Engagement Terms:

Location: Remote (with occasional travel).

Contract Type: Contractor mandate (12-month term, deliverables-based, renewable based on performance and funding)

Contractors must have the right to work remotely in their country of operations. The World YWCA is formally incorporated in Geneva, Switzerland.

Compensation Range: CHF 6000-7000 per month (inclusive of tax and dependent on location)

Work Environment:

This mandate will be part of a global, remote team that works during various time zones. Teaming in the remote World YWCA environment requires engagement via email, a secondary texting software platform, an internal community social platform, and audio-visual platforms. This mandate may involve occasional travel. This role requires flexibility in balancing availability to deliver on the mandate. All team members are expected to make a constant effort to enhance their cross-cultural communication skills, their awareness to cross-cultural barriers and opportunities, and a conscientious approach to what it takes for a team to thrive in a remote, global, cross-cultural team setting.

How to Apply:

Interested candidates are invited to submit:

- A CV in English.
- A motivation letter (maximum two pages or in an efficient, creative format) highlighting how your skills and experience align with the role.
- Three references (contacted at the final recruitment stage).

Applications must be sent to hresources@worldywca.org by **March 16, 2025**, with “**WYWCA-LEI/+Your Surname**” in the subject line.