



Development Media International is a London-based organisation which has been pioneering new methods of conducting mass media campaigns to promote health in the developing world (www.developmentmedia.net). DMI is currently launching the world's first scientific trial to measure how many children's lives can be saved using mass media campaigns alone. This major, five-year project is located in West Africa, working with the London School of Hygiene and Tropical Medicine (LSHTM).

The trial is based on a statistical model developed by DMI and LSHTM which predicts that approximately 15% of child mortality could be prevented using mass media alone, at a lower cost than any existing health intervention. The model also predicts that if we were able to run comprehensive, national-level campaigns over 5 year periods in 10 countries, we could save over a million lives. This is our goal. We are now looking for an outstanding person to help us raise the funds necessary to actually save those million lives.

This position will suit someone with strong experience of business development and/or fundraising. We are open to candidates coming from the international development/charities field and will also consider outstanding candidates from the private sector/consultancy fields.

Job Description and Person Specification

Role: Head of Development and Public Engagement

Reports to: Managing Director/Director of Operations

Start date: October 2011, or earlier if possible

Based in: London

Salary range: £55-60,000, depending on experience.

Overall Purpose of the Job:

The Head of Development and Public Engagement will be responsible for originating proposals and developing the relationships necessary to implement DMI's ideas in up to 10 developing countries. The eventual goal is to save a million lives. The successful candidate will need to think creatively and strategically about funding opportunities, while being prepared and happy to do most of the proposal writing themselves. We are also seeking to disseminate our methods and research to funders, policy-makers, governments and implementing organisations, promoting this highly cost-effective way of saving lives.

Main Duties

1. To generate a funding base that will enable our goal of saving a million lives.
2. To think strategically and creatively about funding opportunities for DMI's scientific approach to mass media interventions.
3. To engage with funders and policy-makers, disseminating DMI's methodologies and achievements and promoting the diversion of resources to this highly cost-effective way of saving lives.
4. To be responsible for the development and writing of project proposals and oversee the process of proposal preparation. These proposals may be unsolicited proposals, based on our own

recommendations for a given country, or they may be responses to tender opportunities offered by international donors such as USAID or DFID.

5. To identify opportunities to disseminate our model and methodologies. These may include conferences, academic opportunities, other speaking opportunities, liaison with politicians, policy-makers and governments, and journalistic articles. These efforts will seek to not only position DMI as a leader in the field of development communications, but also to disseminate our core ideas to crucial audiences. To develop these opportunities for other DMI senior staff, including the Managing Director, as appropriate.
6. To contribute to the design of projects, bringing together staff, resources and DMI's scientific model in a form that represents the most cost-effective approach to a given problem. To be fully conversant with DMI's scientific approach and methodologies.
7. To keep abreast of funding opportunities, including those offered by USAID and other major donors as well as foundations and corporations.
8. To develop relationships with other agencies and NGOs in advance of actual tender opportunities. To support the effective positioning of DMI for successful proposal development both at headquarters and field levels, including early intelligence gathering, marketing and effective partnership negotiations.
9. To represent DMI within the international development community, including key donors, clients, partners and others as required.
10. To lead DMI's on-going dissemination efforts via its website, including the design and content of the site, and the preparation of materials suitable for informing funders, policy-makers and fellow-practitioners.
11. To lead on the major dissemination opportunity which will accompany the release of the final results of our Burkina Faso project. We will need to disseminate not only our results, but also a "how-to" manual for policy-makers and practitioners.
12. To oversee the development, strengthening and management of systems, tools and processes required for successful project development efforts, including the management of potential staff resources.
13. To keep aware of international development trends, particularly in the health sector, and to keep the Managing Director, Director of Operations and other key staff updated on these trends.
14. To provide dynamic, inspirational management while remaining part of a close-knit, highly efficient team.

Knowledge, Skills and Experience Required

1. Substantial professional experience in new business development and/or fund raising, including proposal writing, and management of business development systems and processes. Experience of writing funding proposals for DFID and USAID would be highly desirable, but we will consider outstanding individuals whose primary experience is in the private sector.
2. Very strong intellectual ability, as evidenced by a good degree or similar qualifications and performance at interview. Both the media and scientific elements of DMI's work are intellectually demanding. While a scientific background is not required, the applicant must be able to demonstrate that s/he is capable of understanding, describing and designing projects that have a scientific basis.
3. Strong strategic skills, including the ability to plan for and achieve growth.
4. Substantial knowledge of the international development field. The ideal candidate will have worked directly for an NGO/implementing agency or funding agency, but again we will consider outstanding candidates from the private sector or consultancy fields who can demonstrate a familiarity with international development and its objectives.

5. Outstanding writing skills in English. The successful candidate must be able to communicate concisely, clearly and with flair. S/he must have proven experience writing complex proposals. Additional types of writing experience (journalistic, academic) would be an advantage.
6. Excellent general communication skills. The ability to conduct meetings authoritatively and enthuse donors. Strong public presentation skills would be an advantage.
7. Substantial experience developing complex project budgets.
8. Self-motivated, and able to drive new ideas as a self-starter.
9. Ability to work in a team environment with technical and non-technical staff from both headquarters and the field. Willingness to create opportunities for other team members to speak or write in public forums when appropriate.
10. Good diplomatic skills. A track record of having formed productive relationships at senior levels of government and/or media and/or business. Evidence of ability to manage effective collaboration between partners and stakeholders, including those with differing agendas.
11. A good understanding of the applications of mass media. The successful applicant will not necessarily have a strong media background, but will be able to get to grips with what media strategies will work, and what won't work, in a developing country context.
12. A good understanding of public health issues. While a public health background is not a prerequisite for the job, the applicant will be expected to demonstrate at interview an ability to grasp the public health issues that relate to DMI's work.
13. High capacity for work, resilient and good-humoured under pressure.
14. Permission to live and work in the UK.

Desirable

1. Experience of working in developing countries
2. Language skills in French, Portuguese or Spanish would be an advantage.

Application Process

To apply please send a completed registration form, your CV (max. 2 pages) and a cover letter (max. 2 pages) which systematically outlines why your experience fits the job description and skills requirements. Please send to jobs@developmentmedia.net by end of Wednesday 13 July. Shortlisted candidates can expect to receive a written test on Thursday 21 July, attend the first round of interviews on the week beginning 25 July, and the second round of interviews will be held the following week 1 August.

Two presentations on DMI's work and scientific model will be held on 28 June and 6 July in Central London. If you would like to attend either of these, please contact jobs@developmentmedia.net with your preferred date(s).

To receive further details, please email your interest to jobs@developmentmedia.net.