

WAGGGS Advocacy Champions Terms of Reference

Advocacy Champions programme, launched in 2018 will continue for 2021-2022. WAGGGS will be recruiting Advocacy Champions for the term of 2021-2022 - a unique opportunity for Girl Guides and Girl Scouts to advocate for the rights of girls and young women and champion gender equality at a local, national and international level. WAGGGS Advocacy Champions will be a select number of young women chosen for their commitment to gender equality, their involvement in Girl Guiding and Girl Scouting and their ability to lead, challenge and create a ripple effect.

The Advocacy Champions network will:

- Act as WAGGGS delegates for 18 months. At the 12-month mark, a new pool of Advocacy Champions will be selected. Over the following 6 months, there will be an overlap in the mandates of current network and the newly elected ones. The Advocacy Champions will be responsible for mentoring of the new generation of Advocacy Champions.
- Each will attend a minimum of 1 and a maximum of 2 global events. **All Advocacy Champions will engage at the UN Commission on the Status of Women (CSW) virtually.**

Opportunities:

By becoming Advocacy Champions young women will have exciting opportunities for personal growth and development and to represent WAGGGS and their Member Organisation externally. This personal development is likely to include, but is not limited to:

- 12 weeks webinar programme. This will expand their knowledge of the priority WAGGGS issues, as well as cover areas such as United Nations, specific events information, advocacy, effective communication, what it means to be a WAGGGS Advocacy Champion etc.
- Planned and ad hoc webinars as required, as well as opportunities for Q&As with WAGGGS staff.

- Access to any relevant e-learning courses if appropriate, and as available.
- Support and training for speech/blog writing, social media and public speaking across all the areas of work, particularly how to represent WAGGGS priorities – specifically at the CSW (during a Twitter Chat, for example.)
- implementation of a project of their choice in their country; for example, designing an advocacy campaign specific to their context and needs.
- Gaining experience in shaping policy at an international level and representing a global membership organisation, experience which can be taken forward into future careers and professional experiences.
- Represent WAGGGS in different global working groups as and when needed.

By nominating a young woman to become an Advocacy Champion, Member Organisations will be able to:

- Benefit from the experience their Advocacy Champions gain and from the wealth of knowledge and skills they will bring to their individual MOs.
- Benefit from jointly agreed (by MO and Advocacy Champion) project to be conducted by the Advocacy Champion that will be tailored to the MO needs, e.g. advocacy training, helping MO to design an advocacy campaign, mentor young women within the MO, etc.
- Gain more visibility on the global level by Advocacy Champions increasing awareness of work done by their MO and facilitating new partnerships.

Description of Responsibilities:

The detailed responsibilities for the new Advocacy Champions network are outlined below. Most of these responsibilities will be continuous throughout an individual's involvement with the network and some will be of a more ad hoc nature, as particular opportunities arise. The members of the network will not necessarily have identical responsibilities. Depending on their strengths, expertise, commitment and engagement throughout the first few months, they will be asked to take on different roles.



The below responsibilities are applicable to ALL members of the network.

Global events:

- Engage at global events, such as UN Commission on the Status of Women, High Level Political Forum, UN General Assembly, and other events. These may also include ad-hoc events that don't take place on annual basis, e.g. Women Deliver Conference, European Development Days etc. This will depend on budget availability. ¹
- All Advocacy Champions will engage at the UN CSW.

Member Organisation Support:

- Provide support to MOs in relation to advocacy, for example advocacy training to staff/volunteers, campaign development, mentoring of other girls, peer-to-peer support.
- Post-CSW all Advocacy Champions will create and implement a project of their choice based on what they are most passionate about and relevant to their MO's and community's/country's needs.
- Becoming Advocacy Champions within their MOs upon completion of their mandate.

Alongside the above responsibilities Advocacy Champions might be asked to support with other advocacy-related tasks throughout their term. The examples of tasks are below. Representation Responsibilities:

¹ WAGGGS will seek at least three young women to act as Delegate Coordinators for CSW, ideally these young women will have previously attended CSW with WAGGGS. If this position cannot be filled from the list of applicants, WAGGGS will seek external applications for this specific role.

- Representing WAGGGS in global advocacy spaces, such as the Major Group on Children and Youth, International Coordination Meeting of Youth Organisations and other working groups.

Programme and Campaign responsibilities:

- Helping to shape and providing feedback on relevant campaigns
- Piloting activities from the relevant programme with their unit/troop.
- Building the capacity of their Member Organisations to create a tailored and appropriate national action plan for working on relevant campaigns in their country and communities.
- Promoting activities, calls to action and initiatives from WAGGGS, related to a relevant campaign to their Member Organisation and within their own networks and communities.
- Contributing ideas on how to move the relevant campaign forward while ensuring it is in line with the views of girls and young women across our Movement.

Communications responsibilities:

- Writing blogs about:
 - their experiences working on the relevant campaign/programme.
 - any international events they attend where WAGGGS will not have a formal delegation.
- Providing quotes for news stories etc. as and when needed.
- Being available for Twitter/other social media chats on WAGGGS thematic issues as they arise.
- Providing stories for WAGGGS fundraising pitches.

Selection criteria:



Any Girl Guide or Girl Scout who meets the selection criteria and is between the ages of 18 and 30 (throughout their term of engagement) can apply to join the Advocacy Champions network. The selection criteria can be found below:

Essential:

- Involvement in Girl Guiding and Girl Scouting in Member Organisation.
- An interest in and passion for gender equality and sustainable development.
- Knowledge of and commitment to, issues relating to girls, young women and women, specifically the thematic priorities for WAGGGS, such as girls' leadership, gender-based violence, education etc.
- Extensive experience and engagement with key WAGGGS programmes and campaigns, e.g. Stop the Violence, Action on Body confidence, Surf Smart, Girl Powered Nutrition etc.
- Current or previous experience working on community action or advocacy campaigns, in particular related to WAGGGS campaigns and programmes.
- A very good working knowledge of English, in order to represent WAGGGS in different international fora.
- Excellent public speaking skills and the confidence to represent WAGGGS at international and regional levels.
- Proven experience, knowledge and/or skills in at least two of the following areas: campaigning, lobbying, awareness raising, policy development, communications (including social media), non-formal education, event planning.
- Excellent interpersonal skills and experience of engaging within a team.
- Conscientiousness and an ability to take ownership of all responsibilities and to honour commitments.
- Regular access to the internet (assistance may be provided where possible)

Desirable:

- Demonstrated leadership skills, either through positions of leadership or examples of leadership during recent or current initiatives within or outside MO.
- Good written communication skills in English.
- Skills in innovation and creativity.
- Knowledge of another WAGGGS official language.

Time commitment

On average, Advocacy Champions will be expected to dedicate an average of three hours per week. This will be different throughout their term of service, with typically less time commitment in the early and final stages of engagement. It will also naturally vary throughout the year as we develop new resources and/or pilot new campaigns. It is assumed that by joining Advocacy Champions network the member will want to contribute and has given sufficient thought to the time commitment this may entail.

Diversity

WAGGGS is committed to ensuring that the Advocacy Champions network is as diverse in its membership as possible and that representatives from all five regions of WAGGGS are included.

However, it is important to note that all tasks will require proficiency in English. For Advocacy Champions network members to attend global events, represent WAGGGS on the global level and be involved in the design and development of new resources, they will need to be able to have excellent working knowledge of English.

Endorsement

Member Organisations need to endorse the application of the young women to the Advocacy Champions network. MOs will also need to commit to supporting young women in the role if selected, particularly in relation to the activities they will need to undertake on the national/community level. This may include helping them to conduct surveys with girls and young women, facilitating connection with the national government delegation to the UN Commission on the Status of Women as well as supporting them in their role as Advocacy Champions within the MOs. In return MOs



will benefit from the wealth of experience that the Advocacy Champions will bring back to their MOs and the projects that they will initiate in their local communities including a national action plan for relevant campaigns.

We would encourage MOs to have clear expectations of their Advocacy Champion. Both they and the Advocacy Champion will benefit more from the process if these expectations are clearly set from the beginning. This can be outlined in detail in the MO Endorsement section of the Application Form.

[Applications to join the Advocacy Champions Network will close October 26 2021.](#)



**WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS**