



Position: Advocacy Director
Department: Advocacy Department
Reporting to: Chief Development and Communications Officer
Organization: Maplewood NJ or Remote (in the eastern US time zone.)
Salary: \$90,000 - \$95,000

Organization Description:

StrongMinds (www.strongminds.org) is a dynamic and fast growing 501(c)(3) social enterprise that treats depression among women of all ages in Africa, where access to mental health treatment is extremely limited. Since its start in 2014, StrongMinds has treated nearly 230,000 women and adolescents with depression in Uganda and Zambia. **We are the only organization scaling a solution to depression in Africa with a potential to serve millions in the next ten years and to expand to other geographical regions.** StrongMinds has earned an impressive reputation in the global mental health space. In addition to media coverage in the New York Times, Forbes, BBC World Service, and the Stanford Social Innovation Review, we are described by UK organization Founders Pledge as the most cost-effective mental health organization working in the developing world and by Charity Navigator as a highly rated, high-impact charity.

About the role:

The Advocacy Director will lead StrongMinds' efforts to leverage and spur the global mental health advocacy movement. They will position StrongMinds as an active and influential collaborator on mental health legislation, funding and thought leadership. Their efforts will ultimately lead to increasing general mental health awareness globally including the need for better access to treatment, the power of task shifting in resource poor settings, and the urgency to address the need for mental health support.

This role will lead on building out the strategy, planning, development and implementation of a mental health advocacy campaign. Key responsibilities include research, power mapping and coordinating with various partners – UN entities, NGOs, private sector, donors and individuals with lived experience – to implement and incorporate StrongMinds mental health advocacy objectives into all relevant events and moments across the wider global mental health community.

This is a new position within StrongMinds to support an increasingly emergent area of effort. StrongMinds is a rapidly growing organization looking to build out an advocacy department with this position as the initial hire.

Responsibilities:

1. Understanding global mental health advocacy community- Conduct landscape analysis of mental health advocacy and funding space to identify key networks, influential players, key points of discussion and potential areas of leverage to elevate the global conversation on mental health.
2. Staying informed on Mental health legislation- Track key legislation, identify areas of importance and devise influencing strategy.
3. Knowing what and where influential conversations are happening on mental health - Provides advice and expertise to the CDCO on a range of advocacy and outreach issues, methods and approaches. Develops strategic partnerships with key constituencies to elicit support for and maximize impact of mental health objectives; work with the CDCO to serve as an advocacy liaison to governmental bodies, national groups, private sector organizations and international organizations.
4. Identify key moments and opportunities where StrongMinds should be present and vocal. Work at ensuring StrongMinds is an active and valued voice in strategic and influential conversations.
5. Evaluating impact of advocacy efforts- Evaluate results and impact of activities, report on developments, trends and attitudes regarding mental health in both the legislative and funding context.
6. Provide leadership in growing advocacy at the organization- Evaluate needs and next steps to continue to build StrongMinds advocacy work in the future. Advising on staffing and resources needed.

Skills Abilities & Experience Required

- Bachelor's degree in communications, international relations, government relations or related field.
- A minimum of 10 years of experience in advocacy campaigns.
- Extensive non profit experience.
- Outgoing and ability to network.
- Ability to present the organization and advocacy objectives in a compelling way to a diverse audience.
- Exceptional writing skills to be used in drafting policy and position documents, external documentation, reports.
- Strong research capabilities.
- Experience in establishing and tracking metrics related to advocacy.
- Creativity and experience devising successful advocacy campaigns.

- Excellent time management.
- Ability to take initiative.
- Collaborative - a team player.
- A good working knowledge of global mental health issues, conversations, and contexts.
- Understanding of international organizations, a big plus.

Strong Minds Core Values

- We are people focused.
- We think big and act fast.
- We are data driven.
- We do what we say and say what we do.
- **We believe in collaboration, not competition.**

Location: This position is available from a remote location in the Eastern US time zone or in the Maplewood, NJ office of StrongMinds.

To Apply

Please submit a thoughtful and brief cover letter and resume to Susan Ryan via email at sryan@strongminds.org mentioning 'Advocacy Director' in the subject line.