



**Communications
and Advocacy
Specialist
Position Description**



About All In

Gender-based violence (GBV) continues to affect one in three women and girls worldwide, with devastating human, social, and economic consequences. In every region, multiple intersecting crises including conflict, climate change, displacement, economic inequality, and rising authoritarianism, are compounding risk and eroding progress toward equality.

Despite decade of advocacy and evidence, the scale of investment, political will, and accountability for action still falls far short of what is needed. All In: Global Leaders for Ending Gender-Based Violence exists to change that.

All In brings together influential leaders from governments, multilateral organisations, philanthropy, and the private sector to mobilise sustained leadership, funding, and collaboration for the prevention of GBV. Grounded in feminist principles and informed by lived experience, the panel is committed to demonstrating that violence against women and girls is solvable and that prevention must be at the centre of global efforts for equality, justice, and sustainable development.

Our Purpose

All In aims to:

- Catalyse global leadership and investment to scale evidence-based strategies that prevent gender-based violence.
- Build recognition and understanding of the importance of prevention, and amplify the growing evidence of what works.
- Shift narratives and norms to reinforce that ending GBV is possible and that everyone has a role to play in achieving it.

All In is non-partisan and does not engage in political lobbying. Its work focuses on influence, evidence, and collaboration to drive lasting change.

The Role of Equality Institute

Equality Institute (EQI) serves as the Secretariat for All In, holding strategic, programmatic and fiscal responsibility for the initiative and the panel.

EQI's role involves:

Strategy and relationships

- Lead the development and implementation of All In's strategy and workplan.
- Provide policy, communications, and logistical support to Panel Members and Special Advisors.
- Coordinate all operational aspects — meetings, events, communications, advocacy, and stakeholder engagement

Technical expertise and knowledge

- Commission and oversee flagship reports, white papers, and other key publications and communications products.
- Ensure all work is grounded in robust evidence, guided by feminist principles, and informed by lived experience

Operations and logistics

- Manage budgets, resources, and fundraising to ensure the initiative’s sustainability and impact.
- Act as the primary liaison between Leaders, Expert Advisory Group Members, and external partners.
- Track and report on progress and alignment with strategic objectives, ensuring All In complements and amplifies existing efforts across the global GBV ecosystem.

This role plays a pivotal part in bringing All In to life, helping build the systems, relationships, and momentum needed to end gender-based violence globally.

About the Communications & Advocacy Specialist role

Role Summary

The Communications & Advocacy Specialist is responsible for supporting the development and delivery of strategic communications and advocacy activities that position All In as a credible and influential global mechanism for prevention.

Working in close collaboration with the Strategic Director, All In and Media and Partnerships Advisor, All In, this role contributes to all aspects of communications planning and implementation, including brand management, media relations, digital engagement, social media, and the production of flagship publications and high-quality communication outputs. It ensures that All In’s voice is clear, consistent, and aligned with EQI’s feminist principles and global strategy and enables the effective translation of evidence and insights into accessible, action-oriented content that amplifies the initiative’s work and impact; to advance the prevention of VAWG globally.

Specifics

Reports to	Strategic Director, All In
Team	All In: Global Leaders for Ending Gender-Based Violence
Location	Flexible/remote - international travel required
FTE	Part time (0.6) 2 year fixed-term position with flexible working arrangements available.
Direct reports	N/A

Role Responsibilities

Strategic Communications

- Supported by the Strategic Director and Media and Partnerships Advisor, develop and implement a comprehensive communications strategy that elevates All In's visibility, credibility, and global influence.
- Oversee and maintain the All In brand, ensuring a cohesive, consistent and recognisable identity across all channels and communications.
- Oversee the planning and production of flagship communications outputs, coordinating inputs from across the Secretariat, Leaders, Expert Advisory Group, funders and partner organisations.

Media & Public Relations

- Support media relations activities, including drafting press releases, preparing media kits, coordinating interviews, and maintaining relationships with journalists and influencers, under the leadership of the Media and Partnerships Advisor.
- Lead All In social media management, including content creation, scheduling, community management, and analytics to grow reach and engagement.
- Manage All In website, uploading articles, writing copy and responding to contact enquiries in a timely manner.
- Support the Strategic Director and All In members with preparation for public speaking engagements, advocacy moments, and major events.

Content Development and Knowledge Translation

- Produce high-quality, multi-use communications products such as speaking notes, blog posts, email newsletters, policy briefs, presentations, donor updates, and digital campaigns.
- Ensure all content is inclusive, survivor-centred, trauma-responsive, and aligned with All In's charter and feminist communications standards.
- Translate technical insights, evidence, and research into engaging, accessible content tailored to multiple audiences and formats.
- Document and communicate All In's impact through stories, reports, visuals, and digital assets that highlight results and lessons learned.
- Maintain editorial oversight and brand consistency across all outputs in collaboration with All In's Strategic Director, Media and Partnerships Advisor and, where relevant, EQI's Communications Team.

Stakeholder Engagement & Advocacy

- Working with the Strategic Director and Media and Partnerships Advisor, build and nurture strategic relationships with communications partners, funders, and networks to amplify All In's reach and advocacy impact.
- Support internal and external communications between the Secretariat, All In members, Expert Advisory Group and partners, ensuring timely and consistent messaging.
- Amplify diverse global voices, particularly those of women, girls, and communities most affected by violence, in all storytelling and advocacy activities.

Monitoring, Evaluation and Learning

- Monitor and evaluate external communications efforts, using insights and analytics to refine strategies and improve effectiveness.
- Regularly report on communications performance, outcomes, and learning to All In's Strategic Director.
- Document lessons learned and best practices to strengthen internal capacity and inform future communications and advocacy strategies.

Events, Projects & Collaboration

- Support the planning, coordination, and delivery of key events, launches, and high-profile engagements in coordination with the Program Lead and external event teams.
- Support the management of event communications and promotion, ensuring alignment with All In's strategy, brand, and messaging.
- Collaborate with the Program Lead and Strategic Director to ensure smooth logistics, stakeholder coordination, and post-event communications.
- Develop event materials, including speaking notes, presentations, media packs, and digital assets to maximise visibility and impact.
- Provide communications and administrative support for related projects, meetings, and initiatives as required.

Equality Institute (EQI) is a global feminist agency working to end violence against women and girls. We are values-driven and underpinned by feminist principles in the ways we work and how we conduct ourselves. We actively apply an understanding of intersectionality in our work and are committed to having diversity reflected in our workplace.

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