

*medica mondiale* is a feminist women's rights organisation. For more than 30 years, we have been campaigning against conflict-related sexualised violence and against power relations that oppress women. In cooperation with partner organisations in Afghanistan, Bosnia and Herzegovina, Liberia, the Democratic Republic of the Congo and other countries, we support survivors of sexualised violence, oppose discriminatory power relations and empower women's rights activists. For a juster world. For everyone.

For the development of a new advocacy strategy, we are looking for an

## ADVOCACY CONSULTANT

### Context of the call

*medica mondiale's* advocacy activities have been directed at addressing the Federal German Government to take action to promote women's rights. Since the development of our last advocacy strategy in 2017, the political landscape and social climate have changed fundamentally. These changes require that we adapt our political goals and strategies. We intend to ensure that our political goals remain highly relevant to our target groups and that resources are used effectively. Funding cuts in the federal budget, the de-prioritisation of feminist foreign and development policy, increasing attacks on women's rights activists and the rise of anti-feminist actors pose a challenge to our work in Germany and worldwide. We need to shape our profile as a political organisation and ally in combating sexualised violence. We need to deal more quickly with upcoming events and, if necessary, away from our immediate core issues and regions. At the same time, our topic of conflict-related sexualised violence is more than ever in the focus of political and public discourse.

We are currently working towards the following political goals:

- The prevention and punishment of conflict-related sexualised violence and the integration of these goals into policy concepts in Germany.
- The support of survivors by the Federal Government.
- The support and promotion of women's rights organisations and activists worldwide as well as the political and financial safeguarding of this work by the German Federal Foreign Office and the Federal Ministry for Economic Cooperation and Development (BMZ).
- The improved prosecution of conflict-related sexualised violence in international criminal law, in particular according to the principle of universal jurisdiction in Germany.

*medica mondiale* advocates for a feminist foreign and development policy, for example by providing expert input to the BMZ's Gender Action Plan and the National Action Plan for UN Resolution 1325 and by critically monitoring its implementation. We do this through targeted

lobbying and networking with like-minded civil society actors, as well as through policy work and political communication.

Among other things, we have the following questions: Is the policy framework and are the actors we seek to influence still the right ones to bring about concrete change for survivors of sexualised violence? Are our political goals still relevant in order to realise our mission? Are there other goals that are more relevant? Where do we make the biggest difference? Are there issues that have become more relevant to our work in recent years and that we should also address at a political level? For example, as an organisation with a focus on international work, we are increasingly positioning ourselves publicly combating the strengthening of anti-democratic and anti-feminist movements in Germany and worldwide. Therefore, we initiate or participate in actions, campaigns, and demonstrations to strengthen women's rights. How should we position ourselves strategically here and how do we link this strategically to the core issues of the organisation or our work abroad? Where do we prioritise? We have also strengthened the intersectional perspective of our organisation: What does this mean for our political work?

### Your tasks as an advocacy consultant

#### **Internal assessment, evaluation and analysis:**

- Analysing the relevance and effectiveness of *medica mondiale's* current advocacy work, including our current stakeholder mapping.
- Evaluation of the previous methods and instruments of our advocacy work by means of an analysis of strengths, weaknesses and potential.
- Reviewing other strategies of the organisation for their interfaces and synergies with the advocacy topics.

#### **Trend analysis and stakeholder mapping:**

- Preparation of a trend analysis on political trends in German politics, e.g., with the question: Have political processes and the work of political decision-makers changed, and if so, how? How do the current changes in society (e.g., increasing scepticism towards development policy engagement; right-wing extremism; anti-feminism; moral demands on NGOs) affect the work of politicians and their perspective on the issue of conflict-related sexualised violence and the strengthening/support of feminist actors in the Global South?
- Actor mapping: Identification of actors and institutions in Germany that deal with our topics and regions (conflict-related sexualised violence; other current feminist topics); analysis of their networks and influence.

**Target development:**

- Conducting a conceptual workshop to develop (new) advocacy goals in cooperation with selected *medica mondiale* employees.

**Strategy development:**

- Development of one or more strategic options to achieve the goal, including the creation of a Theory of Change.
- Dovetailing the advocacy strategy with the strategies of the regions in which *medica mondiale* and her partners work, as well as with the communication and overall strategy.
- Recommendation of instruments and methods for implementing the strategy (implementation planning).
- Development of a monitoring and evaluation concept to measure the degree of implementation of the strategy and the effectiveness of our political work.

**Writing the strategy paper and presentation:**

Documentation of the context, objectives, indicators and development of a strategy paper. You present the strategy to *medica mondiale* employees and selected committees (e.g. Executive Committee).

**What we already have**

- An advocacy strategy 2017 to 2022 including stakeholder analyses.
- A current communication strategy with manifesto, values, trends 2025 to 2027.
- An overall organizational strategy 2021 to 2025.
- A multi-level approach and strategies for the regions in which we and our partners operate.
- A collection of questions that we want to answer as part of the strategy development process.

**Proposed time and process plan****Call and selection of a consultant**

Application deadline 31.01.2025

By the end of February 2025: Preliminary talks and selection process.

By mid-March 2025: Concretisation of the call and signing of the contract.

**Internal inventory, evaluation and analysis**

April 2025 (approx. 5 days).

Possible interview partners: Executive Board, Head of Communications and Policy, Human Rights Officer, Head of International Programmes and selected officers from various departments.

**Trend analysis and stakeholder mapping**

May 2025, with feedback loops and presentation (approx. 7 days).

**Target development**

One full-day workshop in June 2025; preparation and follow-up, travelling if necessary (3-4 days).

**Strategy development**

- A three-day workshop with selected participants or
- e.g., two to three one-day workshops (online or in person) over a period of 1-2 months; by the beginning of August 2025.

Presentation and feedback loops.

(approx. 5 days including preparation and follow-up).

Target and strategy workshops can also be combined by arrangement.

**Writing and revising the strategy paper**

By the beginning of October 2025. Scope and graphics of the strategy paper tbd, feedback loop (approx. 5 days).

**Total duration: 25 to 30 days**

**Contributors to the *medica mondiale* office**

Two policy and human rights officers; Executive Board; Head of Policy and Communication; other employees from various departments; one student trainee in politics.

**Your profile**

- Experience in facilitating and supporting strategy processes.
- Sound knowledge of and practical experience with political advocacy and lobbying work and human rights work.
- Knowledge of a variety of procedures and instruments of political advocacy and lobbying, ideally also in the field of campaigning.
- Strong analytical skills and process expertise.
- Knowledge of feminist analysis and action as well as the topic of conflict-related sexualised violence is an advantage, but not a prerequisite.

### What we need in advance

**Meaningful offers:** [jboehme@medicamondiale.org](mailto:jboehme@medicamondiale.org)

Please send proposals on procedure and methodology, financial offer, references by 31.01.2025 to

If you have any queries, please contact [jboehme@medicamondiale.org](mailto:jboehme@medicamondiale.org) or [sfezer@medicamondiale.org](mailto:sfezer@medicamondiale.org)

We look forward to receiving your application and the opportunity to work with you to reorganise our advocacy work for the coming years.