



Job Description

Advocacy and Movements Co-Lead

Deadline for applications: Sunday 2 January 2022 23:59 UK time

The Wellbeing Economy Alliance (WEAll) is a collaboration of organisations, governments, movements, thinkers and changemakers from around the world who are committed to transforming our economic system to deliver human and ecological wellbeing.

WEAll emerged out a recognition that the economic transformation we seek cannot be brought about by any single entity on its own. It requires collaboration and inspiration, sharing and co-creation. Our aim is not to micro-manage the change but rather galvanize and support new power bases from the local to the global that can illustrate that a different economic system is not only possible but already under way. To date, WEAll has focused on connecting, convening and amplifying the incredible work happening within the Wellbeing Economy movement. Within the Wellbeing Economy movement are many different concepts, such as circular economy, buen vivir, doughnut economics, business for the common good, community wealth building and many more. Each contributes a vital piece of a new economic narrative and system that recognizes people and the planet are not here to serve the economy, the economy is here to serve us. In order to accelerate this transformation, WEAll works to foster new powerbases in the form of global networks (such as [WEGo](#) or WEAll Youth) as well as place-based [Hubs](#) where stakeholders come

together to build a Wellbeing Economy that reflects their local context, values and objectives.

WEAll recognises that many national and local Wellbeing Economy initiatives remain constrained by our global economic system. Therefore, we are working to transform the system to create more space for economic self-determination. Around the world, we are witnessing a ground-swell of societal “movements” fighting for democracy, equality, justice, environmental sustainability, decolonization, health and the wellbeing of our people and planet. By touching hearts and mobilising bodies, these movements are vital ‘change-agents’, shaping policies, attitudes and behaviours for a better future. These movements are being driven by global networks and individuals who are on the front lines, raising awareness of the damages done to our people and planet by our unjust and unsustainable economic system. WEAll believes that if we can support and connect these powerful movements to advocate for systemic economic reforms we can get to the “root causes” of our interconnected contemporary challenges and support a people-powered transformation of our global economic system. Identifying, connecting and supporting these societal movements to advocate for global economic systems change is at the heart of this role.

What the WEAll global team offers:

The Advocacy and Movements Co-Lead position offers the opportunity for a passionate individual to co-create and execute a local to global Wellbeing Economy advocacy strategy. They will focus on connecting with global movements working on issues such as climate change, sustainable development, biodiversity loss and social justice. They will work closely with their Co-Lead, Amanda Janoo and also with Katherine Trebeck to effectively advocate for the global governance, policy and cultural reforms needed to build a Wellbeing Economy.

The position is a fantastic opportunity for someone with skills and experience in advocacy, influencing and knowledge sharing, and who has the energy and ideas to help WEAll build a better system for people and the planet. The successful

candidate will be part of a diverse, and energised movement from across the world that is collaborating to transform the economy.

The position is an opportunity to work with a highly motivated team (WEAll's core 'amplification' or 'Amp' team) committed to accelerating economic system change and who hold fast to a set of dedicated values: Togetherness, Care, Honesty, Equality, and Passion, through a flat organizational structure.

Start date: As soon as possible after 1 February 2022

Remuneration: £45,000-52,000 per annum (dependent on experience) for a full-time role

Hours of work: The nature of this role is that flexibility in hours is required (for example, there will be some evening and weekend work, plus travel). Equally, WEAll offers flexibility. The contracted hours will be 35 hours per week, which can be worked on a flexible basis. Please note that WEAll does not officially operate on Fridays.

Location: Our team is global and we very much encourage and welcome applications from anywhere in the world (working from home). We support and remunerate team members to work in co-working spaces.

What we are looking for:

The focus for the role is to take the lead on WEAll's global advocacy strategy by galvanizing and aligning with social and environmental movements. We are looking for an organised, flexible, and highly motivated individual with the vision and skills to implement a significant component of WEAll's strategy: nurturing greater alignment of multiple social and environmental movements with the Wellbeing Economy agenda. Our new colleague will have demonstrable strategic and influencing skills, and a passion for economic system change and working collaboratively to deliver it.

The post holder must be adaptable, creative, good at self-management, and – due to the nature of our small, flat-structured charity – willing and able to turn their hand to a range of tasks and projects as required to support the movement. We are seeking someone with particular experience and skill in driving successful partnerships between societal movements and impacting multilateral decision-making spaces, with understanding of how different audiences respond to different approaches.

WEAll recognizes the need for greater diversity in our team and the economic systems change movement more broadly and is committed to addressing it. If you believe you would bring greater diversity to our team, we're particularly keen to hear from you.

Key activities and deliverables:

- Co-create with colleagues WEAll's global advocacy strategy, leading on the influencing strategy for movements
- Identify and proactively ally with key movements, organisations, communities, and members who could recognize that economic systems change is necessary to achieve their aims and are prepared to collaborate with others movements and communities to achieve it.
- Liaise with colleagues to generate appropriate resources and materials to support movements to effectively advocate for systemic economic reforms
- Work with Co-Lead to connect social movements, governments and global institutions to implement wellbeing economy policy solutions
- Build global movements network and working groups to effectively advocate for and communicate Wellbeing Economy narrative and solutions
- Contribute to fundraising for relevant elements of the WEAll strategy, including the writing of funding bids and ad hoc funder engagement, guided by the Organisation and Projects Co-Lead
- Be an active and collaborative Amp team member including acting as a coach for a colleague and working with our membership, encouraging them and connecting them to each other and external opportunities.

- Work with and manage relationships with creative contractors and freelancers working on communications outputs, as required.
- Carry out external facing spokesperson activities to raise awareness of the wellbeing economy movement and WEAll as required.

Skills and Experience:

Essential

- Ability to provide thought leadership, persuade and change the minds of strategic audiences.
- Experience of operating in multi stakeholder arenas and proven ability to convene multi-stakeholder networks (formal and informal).
- Contacts in one or more of the following movement types: environment/ social justice/ development.
- Excellent written and verbal communications skills with the ability to communicate complex ideas in accessible and engaging manner
- Understanding of and passion for the Wellbeing Economy agenda / the need for global economic system change.
- Evidence of strategic thinking and ability to project manage.
- Ability to self-manage, self-motivate, and demonstrate persistence.
- Strong interpersonal skills and empathy.
- Share WEAll's values and is excited to work collaboratively with a team of peers.

Desirable

- Multilingual and intercultural professional experience

How to apply:

Please send the following by 23:59 BST on Sunday 2 January, 2022

to amanda@weall.org:

- Your CV including: two professional referees (name, organization, email and telephone; referees will only be contacted with your

consent); when you could start in the role if appointed; and your preferred working location.

- A cover letter that outlines your professional experience, skills and motivation for joining WEAll
- Example email/letter you might write to a head/ spokesperson of a major movement to persuade them to consider an alliance with WEAll (max 750 words).

Short listed applicants will be invited to an online interview during the week of January 10th with a second round of interviews being held at the end of that week. Depending upon the number of applications we receive, we regret that we may not be able to reply to all applicants that are not short-listed for an interview. We apologise in advance for this and thank you for your understanding.