

Wellcome Infectious Disease Campaign Advisory Group

Summary

We are looking for 10 passionate and knowledgeable campaigners from around the world to join an advisory group that will make Wellcome's infectious disease campaigning more impactful, equitable and innovative.

Who we are

Wellcome is a global charitable foundation established in 1936. Through our work we support science to solve the urgent health issues facing everyone. We fund curiosity-driven research, and we're taking on three of the biggest health challenges facing humanity – climate change, infectious disease and mental health.

We also work with policy makers, run advocacy campaigns, and form partnerships with other organisations to ensure everyone, everywhere benefits from advances in health science.

Wellcome's Campaigns Team works on campaigns that remove barriers to achieving Wellcome's objectives on the health challenges and discovery research by building support for change and driving action.

We are supported by a £36 billion investment portfolio allowing us to spend £1 billion every year on improving health for all.

Why are we campaigning on infectious disease?

The world waits for infectious diseases to escalate before it acts. This increases their risk and impact, disproportionately affecting marginalized communities and those in low resource settings.

Wellcome is working towards the ultimate goal that fewer people suffer the consequences of infectious diseases. That means reducing their risk and impact.

To reduce risk, the world needs to act earlier, before diseases escalate. To reduce impact, action to predict, detect and mitigate infectious diseases must be effective and equitable.

We can achieve this by increasing the world's understanding of infectious diseases, what makes them escalate and how we can reduce their impact. But this will only work if we also make sure the global community is willing and able to act on this knowledge. That's where a campaign can help.

Who are we looking for and what will they do?

Wellcome is looking for a group of passionate and energised campaigners to shape and inform Wellcome's infectious disease campaigning approach over the next 3 to 5 years and have a real impact on the decisions made by Wellcome's Campaigns Team.

This group will utilise their diverse experience to provide an external review, check and challenge on Wellcome's infectious disease campaigning. Each month they will provide feedback and input on all aspects of Wellcome's campaign development and implementation and how it could be made more impactful, equitable and innovative. This will begin in 2023 with refining campaign ideas based on audience insight to inform a creative brief for the campaign launch in 2024.

What skills and experience will the group bring?

We are looking to build a group who have experience in successfully achieving change in infectious disease through their work. This could be through working with the public, government, business, academia or other stakeholders. We are particularly looking for people with an understanding of

infectious disease campaigning in their home/working country who can offer strategic insights into how to make Wellcome's campaign more successful overall and in different markets. This campaigning experience could include:

- Community engagement and mobilisation
- Policy development
- Coalition building
- Content strategy and development
- Events management
- Advocacy and government relations

Experience campaigning in Brazil, India, Indonesia, South Africa or the US will put you at an advantage.

What sort of person will be a good fit for the role?

As well as experience in campaigning we are also looking for individuals who:

- Have creative ideas about what would make infectious disease campaigning more effective
- Are passionate about making global health more equitable and diverse
- Bring an understanding of their home campaigning landscape and can advise on what works in their geographies, who we should work with and what cultural and social norms we need to consider when campaigning
- Are excited to work collaboratively with a globally representative board of campaigners with a diverse skill set

When will the role start and how long will it last?

The Infectious Disease Campaigns Advisory Group will convene from August 2023 and currently does not have a specified end point. Wellcome is looking to run long term campaigns for at least 3-5 years in order to tackle long term and systemic issues. We understand that members may not be able to commit indefinitely, and so we are looking for members that will be able to make a minimum of 1 year commitment. This would include 1 day (7 hours) per month of work for tasks such as:

- Time to review documents or assets provided by the Wellcome team
- Monthly check in and feedback meeting with the Wellcome team

Once appointed we will work with advisory group members to develop agreed ways of working including how to submit and receive input, timings of meetings and feedback cycle.

How will members be remunerated?

We are offering advisory group members a day rate of £700 for this work.