



## **World For World Organization (WFWO)**

### **National Goodwill Ambassador for Development Network (ADN)**

#### **Terms of Reference (TOR)**

#### **The WFWO/Goodwill Ambassador for Development National Country Representative (CR) nominate candidature:**

**Name:** Mrs/Mr.

**Post Title:** **WFWO/ADN/National Country Representative**

**Project title:** WFWO/APVSD/Terms & Conditions (Ref.WFWO/ADN/APVSD/GTC/01/2010)

**Starting Date:**

**Duration:** One year renewed

**Duty Station:** Nationally

#### **Background:**

World For World Organization (WFWO) is an international non-governmental organization (NGO) its main objectives is to empower undeserved communities across the developing world with life changing focusing on social sustainable development programs and to raise public awareness on global issues.

WFWO developed its own country representative's and network and large-scale programs around the world, to support the communications for social change organization which combines the power of media with grassroots community mobilization, through the WFWO networks i) Goodwill Ambassadors For Development Networks (ADN) ii) Advocacy Position as Volunteering For Solidarity & Development (APVSD) WFWO's Friends networks, including communications strategy and outreach solutions that address the most critical challenges affecting people in the developing world to contribute to the Eight Millennium Development Goals (MDGs).

**Duties and Responsibilities:** Under the direct supervision of the Executive President of the WFWO, and close coordination with the Communications Coordinator, as per Terms of Reference. The WFWO/ADN Country Representative) performs the following duties:

The WFWO/ADN/NCR candidate will manage the WFWO activities in the country assigned Coordinate, in accordance to Terms and Conditions approved by the parties (Ref.WFWO/ADN/APVSD/GTC/01/2010).

1. The World For World Organization (WFWO) National Goodwill Ambassadors for Development (ADN) uphold the vision of the WFWO in general and the mandate of WFWO in the eradication of poverty in particular the Eight Millennium Development Goals (MDGs) and among various constituencies in their respective country (see ADN Guidelines).

2. As a public figure or other public profile, the WFWO National Goodwill Ambassador for Development serves as a primary catalyst for helping WFWO build critical partnerships within the country that will enable the WFWO to increase its visibility and generate support for its mission while attracting more resources. For this reason, the National Goodwill Ambassador for Development must refrain from using this position as a political platform or for other activity as per WFWO terms and conditions.

3. For any official technical assistance mission requested by the WFWO Operation Team in the country of the ADN/NCR, should be agreed and approved by the WFWO/ADN/NCR in separate agreement between parties. The National Goodwill Ambassador will be provided with per diem and travel costs. The Goodwill Ambassador for Development will serve an initial one-year term with the option to renew; the Goodwill Ambassador for Development will exclusively represent WFWO in this capacity within the WFWO Team although he or she may participate in the activities of WFWO.

4. The WFWO, along with other international organizations partners, has long enlisted the voluntary services and support of prominent individuals as Goodwill Ambassadors for Development or Youth Emissaries to highlight and promote key policies. According to WFWO's website: "Their fame helps amplify the urgent and universal message of human development and international cooperation, helping to accelerate achievement of the Millennium Development Goals (MDGs).

5. The selected of the WFWO Global Goodwill Ambassadors for Development Networks, will be listed online in the WFWO website, as Goodwill Ambassadors for Development Networks by country representatives along with other WFWO Global Goodwill Ambassadors.

6. The WFWO will develop if is necessary a tailor-made program of activities for the National Goodwill Ambassador for Development in close consultation with the Communications Team and the ADN/NCR based on the following objectives:

7. Advocate WFWO messages on Information and Communications, focusing on the eight MDGs, poverty, education, health, water, environmental regeneration, HIV/AIDS and the advancement of women empowerment, children, youth issue, target messages and efforts in all interviews and appearances with the media, legislators, private sector, the entertainment industry, sports or other resource mobilizations events and other targeted audiences.

8. For any WFWO project or program to be developed in that region or country the WFWO Operation Team it may request support through the ADN/NCR, to be able to provide first-hand accounts to WFWO audiences of the difference that WFWO is making in the lives of ordinary country representative and local communities to enable them to get involved.

9. Represent WFWO at various special events and other activities within country representatives throughout the year in order to galvanize national support for WFWO's policies and actions/programs.

- Participate in key WFWO events and support WFWO initiatives;
- Undertake other responsibilities as necessary;
- Resource Mobilizations programs;

- Promote the activities of the WFWO in the country representatives;
- Organize event and workshops to support the MDGs objectives;
- Public awareness activities to support the Eight MDGs and WFWO's activities;
- Media campaign of the interest of development and population in the country representatives;
- The ADN/NCR should provide Annually Report to the WFWO about of all advocacy activities developed by the ADN/NCR in the respective country representative;
- The ADN/NCR should provide in the end of he/she contract as ADN/NCR the request for the renew of he/she nomination.

**Organizational Competency Framework:** Keeping WFWO/ADN vision and values at the forefront of actions; Tactical planning and organizing; Ability to make interpretive decisions; Effective teamwork and networking; Building a successful team; Commitment to personal performance and self-development; Ability to develop others and manage the performance of others; Generating innovative solutions; Leading and managing change with integrity; trustworthiness and confidence to contribute to the country representative and the local communities as well as to the global development issues.