

Terms of Reference

Eveline Herfkens

Title: Special Advisor for the Millennium Campaign

Main Duties for 2007

In consultation with UNDP, on behalf of UNDG, the UN Special Advisor for the Millennium Campaign will:

- 1) Provide expertise to the Campaign at the highest level in public fora at the national, regional, international level, with a focus on Europe [and the US] through participation in key high-level events; such as keynote speeches in various events, Parliamentary Hearings, high-level meetings and media outreach.
- 2) Provide advisory services to an internal advisory group to be established quarterly consisting of the MC Director, the Directors of the Office of Communications and the BDP Poverty Group to ensure regular exchange on MDG-related communication/ advocacy matters and to establish the overall strategy, policy content and partnership development of the MC in developed and developing countries.
- 3) Provide advisory services and knowledge for the performance of the work of the MDGs Ambassadors /Advocates to ensure the consistency and coherence of messages among the various campaigns.
- 4) Based on the advice of the internal advisory group provide global messaging on Goal 8 issues (aid, trade, debt etc) to target groups, (i.e. Local Authorities; Members of Parliaments; Youth; Women groups; etc.) for national campaigns, the media, and for inclusion in the Campaign website.
- 5) Coordinate the production and revision of Goal 8 policy documents, including "alerts" for advocacy and action, in the run up to key international events.
- 6) Contribute to the Fundraising of the Campaign using high-level contacts and access.

The Special Advisor will officially report to the Administrator (in his capacity as UNDG Chair) with a delegated reporting line to the Associate Administrator through quarterly meetings.