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I. INTERNATIONAL WOMEN'S DAY OVERVIEW

[International Women's Day](#) (IWD) is a global day celebrating the social, economic, cultural and political achievements of women. The day also serves as a call to action for accelerating gender parity. Marked annually on March 8th, IWD is one of the most important days of the year to:

- Identify, celebrate and increase visibility of women's achievements to help forge equality
- Strategically collaborate, based on a foundation of shared purpose, trust and appreciation, to impact positive change for women
- Raise awareness of meaningful narratives, resources and activity globally to help combat gender bias and discrimination to accelerate gender parity

Gloria Steinem, world-renowned feminist, journalist and activist once explained "The story of women's struggle for equality belongs to no single feminist, nor to any one organization, but to the collective efforts of all who care about human rights."

By launching relevant initiatives which aim to mark IWD, and help forge positive change for women within the All Hands and Hearts community, we can continue our commitment to advancing gender equity as part of our wider devotion to recognising and celebrating diversity and operating with equity and inclusion at the forefront of every decision.

This year's IWD campaign [theme](#) is #ChooseToChallenge. Campaign organisers state: "a challenged world is an alert world. Individually, we're all responsible for our own thoughts and actions - all day, every day. We can choose to challenge and call out gender bias and inequity. We can choose to seek out and celebrate women's achievements. Collectively, we can all help create an inclusive world. From challenge comes change, so let's all choose to challenge".

II. PARTNERSHIP PROMOTION PLAN

Background

Globally, [women are 118 years away from closing the gender gap](#) but we can help forge positive change for women within the All Hands and Hearts community by offering the opportunity to advance in one particular area they are disproportionately placed at a disadvantage: professional development. With trends of [men earning more than women](#), [women being underrepresented in](#)

[senior positions](#) and [women being overrepresented in low-paying jobs](#) observed across the world, it's clear this disparity isn't confined to certain regions and there is ample opportunity for All Hands and Hearts to support the female members of our global community.

The lack of women in leadership inhibits productivity and performance of work places and has individual and national health, education, political and socioeconomic impacts.

With these facts and figures in mind, for IWD 2021, we would like to mark the date by running a promotion targeted at our female community members which will ultimately help them advance their professional career.

We have partnered with the Saïd Business School belonging to the prestigious University of Oxford. They have generously offered to donate a place on their [Women's Leadership Development Programme](#) for a member of our community to participate in this 6-week online executive course.

Structure

Siobhan MacRae, All Hands and Hearts Alumni Relations Manager will take the lead on devising the copy, launching and shortlisting applications and preparing the winning candidate.

In the interest of making the selection process fair, and to ensure the chosen winner of a place on the programme will get the most out of their experience, we will be devising an application form and corresponding application scoring rubric. Please see [section IV](#) to review the suggested application questions and rubric.

In collaboration with the Business Development Team from the Saïd Business School we will devise copy to promote the opportunity to apply for a spot on the programme across our social media platforms, in our alumni newsletter and across our exclusive All Hands and Hearts Alumni Network. Our comms plan is as follows:

- **Sharing with staff - Feb 25**
 - Share application launch date and overview in our departmental update
 - Highlight the benefits for our female program leads, management team members and leadership team.
- **Application launch Feb - 26**
 - Admin message sent to all Alumni Network users and post pinned to the top of the newsfeed (8,000+)
 - Email sent to all Salesforce contacts identified as female who have volunteered with us at least once (estimate of how many people this is)
 - Announcement posted to all 14 program Facebook groups (14,000+ members combined)
- **Staggered posts and stories added across our social channels - Feb 26 to March 8**
 - 2 x Facebook static post and story (74,000+ followers)
 - 2 x Instagram static post and story (26,000+ followers)
 - 2 x LinkedIn post (3,098 followers)
 - 2 x Twitter post (101,000+ followers)
- **Alumni newsletter reminder - March 5**
 - "In case you missed our announcement..." (30,000+ recipients)
- **Application close - March 8 (International Women's Day)**
 - Reminder post that applications close at midnight on Alumni Network.
 - Reminder post that applications close at midnight in all 14 program Facebook groups
- **Sharing Advancing Women's Professional Development Resource - March 8 (International Women's Day)**

- Oxford Women's Leadership Development programme will be recommended in this guide alongside various other resources which can support women among our ranks to advance their professional development.

Responses will be scored on March 9 and the top five scoring applicants will be interviewed between March 10 and 12. This will be an opportunity for us to get a sense of their commitment to the programme, how it will benefit them and how they plan to dedicate the time needed to study each module, reflect and complete the associated assignments. Please see [section V](#) to review the suggested interview questions.

We will link out to the [programme brochure](#) and weekly module [breakdown](#) for potential applicants to find out more information.

III. COPY FOR THE PROMOTION

[FYI: This will be the copy we will share on our Alumni Network as well as in our alumni newsletter, however, we'll provide a diluted version which is more relevant for social media posts]

This year's [International Women's Day](#) (IWD) global theme is 'Women in Leadership: Achieving an Equal Future in a COVID-19 World'. In honor of IWD on March 8, we have teamed up with Oxford University's [Saïd Business School](#) who have generously offered a complimentary place on the [Oxford Women's Leadership Development Programme](#) as an incredible opportunity for a member of our community to enhance their leadership skills and advance their career.

Based on an overarching framework of self-acceptance, self-management, and self-development, this online programme offers a safe space to critically examine your role as a female leader, acknowledging your particular leadership style and skills. It is designed for both current and aspiring female leaders, across all industries and business functions, who want to continuously self-develop and master a range of management tools. Participants will explore unique strengths that will enable you to lead, influence, negotiate, and conduct difficult conversations. You can read more about the programme structure in the [brochure](#) and [weekly module breakdown](#).

The online programme orientation kicks off on **March 17** so if you're a current or aspiring female leader looking to effectively navigate the unique challenges faced by women in leadership positions, we invite you to apply [here](#).

In the interest of fairness, we will be shortlisting the successful candidate via a blinded points-based application process. Applications will close at **midnight on March 8, 2021** and the five top scoring applicants will be invited to an additional interview between **March 10 and 12**.

Please note: We will only be accepting applications from members of the All Hands and Hearts community (i.e. those who have previously volunteered or held a staff position with us).

Should you have any questions about this opportunity, don't hesitate to reach out to us at alumni@allhandsandhearts.org

IV. APPLICATION QUESTIONS AND RESPONSE ASSESSMENT RUBRIC

Application form to be selected for a spot on the [Oxford Women's Leadership Development Programme](#).

Please complete this application form fully and faithfully to be considered for a place. Before applying, please fully review the details of the programme [here](#).

The goal of this application form is to understand a bit about you, your motivations for applying, why you think you would be a good fit for the programme and what you hope to gain.

In order to build an accurate picture of the make-up of applicants and encourage diversity within the development programme, we would be grateful to obtain some optional demographic information.

We will be assessing your suitability for the programme based on the ideas conveyed through your responses to the seven application questions below. The five top scoring applicants will be invited to an interview.

The application will close at **midnight on March 8, 2021**. The five top scoring applicants will be invited to an additional interview between **March 10 and 12**. The online programme orientation kicks off on **March 17**.

Should you have any questions about how to complete this application, don't hesitate to reach out to us at alumni@allhandsandhearts.org

Demographic Questions

1. Full Name
Free text
2. Email Address
Free text
3. WhatsApp Number (plus country code)
Free text
4. Which All Hands and Hearts programs have you been part of? Tick all that apply.
Drop down list of all of our programs
5. How are you affiliated with All Hands and Hearts? Tick all that apply.
Checkboxes
 - Current volunteer
 - Current staff member
 - Previous volunteer
 - Previous staff member
 - Employed by an organization which partners with All Hands and Hearts
6. What is your age?
Multiple choice
 - Under 20
 - 21 - 30

- 31 - 40
- 41 - 50
- 51 - 60
- 61 - 70
- 70+

7. What is your gender?

Female

Male

Nonbinary

Transgender

Prefer not to answer

Prefer to self describe (please use "other" box to add how you identify"

Other:

8. What is your country of residence?

Drop down list of all nations

9. Which of the following best describes your current role? If you don't see an option which fits your role, please describe your role in the "other" box.

Drop down plus an "other" free text option

- Administrative Staff
- Ancillary Staff
- CEO / Managing Director
- Consultant
- Junior Management
- Member of the Board of Directors
- Middle Management
- Owner / Founder / Partner
- Retired
- Researcher
- Skilled Laborer
- Student
- Support Staff
- Trained Professional
- Upper / Senior Management / part of the leadership team
- Other
 - Free text

Application questions and response scoring rubric

Question	Beginning (0 or 1)	Developing (2)	Accomplished (3)	Exemplary (4)
1. What do you hope to gain from the Oxford Women's Leadership	No answer/Very little written	Identified one or more concept but with little explanation or expansion	Described and expanded on one or more concept with some reference to professional development	Expanded on hopes and identified goals with a clear commitment to professional development

Development Programme?(Max 250 words)				
2. Tell us about an area of your leadership development you're particularly seeking support with (Max 250 words)	No answer/very little written or doesn't really answer the question	Briefly explains an area they're seeking more support with but defines the "what" rather than the "why"	More specifically details an area they're seeking more support with and touches on why this is an issue for them	Detailed and thoughtful answer outlining at least one problem area, clearly identifying this as a weakness and reflecting on the impact improving in this area could have on them
3. What is your understanding of the qualities and characteristics of an effective leader? (Max 250 words)	No answer/very little written or doesn't really answer the question; fails to identify any ideal strengths, expertise or experience	Identified only strengths or expertise or experience. Little to no reflection on how these relate to their own motivations	Describes at least one strength, one piece of expertise / experience. Expands on some or all examples in a way that we can understand how these are aligned with their own goals	Details at least one strength, one piece of expertise / experience. and clearly demonstrates the relevance and value of each of these to helping them advance their career.
4. As part of this programme you will be expected to work on your own initiative to develop personally and professionally outside of the core training. Tell us how you would stay motivated to do this and exert self discipline (Max 250 words)	No answer/very little written or doesn't really answer the question; fails to identify either a quality or a characteristics or defines what an effective mentoring relationship would look like	Identified at least one characteristic or quality but provided little to no reflection on why these are important to building an effective mentoring relationship. Qualities are one-sided, listing only what the mentor or the mentee can do instead of a collaborative effort.	Briefly describes qualities and characteristics, including that there's a mutual obligation from both mentor and mentee to build an effective mentoring relationship. Also briefly described why these are effective in general but with no reflection on own self.	Listed several qualities and characteristics and discussed compromising / negotiating and both parties bringing the right attitude to the table. Clearly pinpoints why these are effective in general and why they're particularly effective for them personally.
5. Tell us about a time where you felt you were placed in a position of disadvantage professionally as a female. What challenges did you face (if any) and what was the outcome?(Max 250 words)	No answer/very little written or doesn't really answer the question; fails to identify a tactic they would use to prioritise developing personally and professionally outside of the program or stay motivated.	Briefly identifies a general tactic anyone could use to stay motivated to prioritise developing personally and professionally outside of the program. No reflection on why this would suit them. No reference made to self discipline or working on own initiative.	Lists at least one tactic that is personalised, reflecting on why this would be useful for them specifically, Reference made to self discipline or working on own initiative.	Clearly describes at least one well thought out tactic which includes a strategy for how this will be employed. A strategy would include considering time commitment / how this would fit in amongst other responsibilities and would demonstrate how they would hold themselves accountable.

6. How do you practise self reflection? (Max 250 words)	No answer/very little written or doesn't really answer the question; no explanation of the situation / description of the feedback required, no obvious challenge and no reference to the outcome provided	Response includes a brief explanation of the situation / describes the feedback that was required but no real reflection given; obstacle or outcome is missing or any challenges identified are poorly articulated	Clearly explains the situation / describes the feedback that was required, articulates the associated challenge(s) and refers in some way to how they impacted the outcome.	Clearly explains the situation / describes the feedback that was required, the associated challenges and clearly demonstrates/ discusses reflection on either how their input directly impacted the outcome or how they processed that feedback as a learning moment.
7. What does professional growth or success look like to you? (Max 250 words)	No answer/very little written or doesn't really answer the question; no description of self reflection activities.	Lists at least one method of self reflection without expanding fully on what this would entail / how this would be beneficial	Provides at least one method of self reflection with some consideration for how this would be beneficial to people in general	Clearly details several methods of self reflection with importance placed on how these methods can be carried out and any learning applied. Clearly outlines how these methods are beneficial for people in general and for them specifically

V. INTERVIEW QUESTIONS

We will devise questions around the following areas:

Confirming understanding of and willingness to fully engage with the programme

- Can clearly articulate why this is such an important opportunity for personal and professional growth
- Can evidence that they've reviewed the information provided and have already considered how this fits in with their current personal commitments and professional responsibilities.

Identifying someone who is serious about and committed to becoming a more effective leader and communicator

- Can evidence how they have previously attempted to advance in these areas on their own initiative
- Can evidence how they set aside time for professional development and growth

Identifying someone for whom this programme would be exponentially beneficial

- Experienced challenges / discrimination navigating leadership in the workplace as a woman
- Someone who has been overlooked for other development opportunities

Identifying someone who may never have been in the position to undertake a programme like this

- Low socio-economic status
- Became a mother younger in life which took precedence over postgraduate studies