

Terms of Reference

Global Health Campaign Design Consultant

About Results UK

Results UK is an advocacy organisation working to create the public and political will to end poverty and inequality.

We combine grassroots campaigning, parliamentary and policy advocacy to influence decision-makers and build support for lasting change. Our grassroots network engages directly with MPs and other decision-makers, while our parliamentary and policy teams work to influence government policy and investment decisions.

Results UK has a long history of campaigning on global health issues, including ending tuberculosis, improving immunisation access and wider child health outcomes, better nutrition and pandemic preparedness. We have worked to influence UK Government policy and investment in major global health institutions and have campaigned for UK investment in the Coalition for Epidemic Preparedness Innovations (CEPI).

Our approach is rooted in global solidarity, partnership and equity. We want to build political and public support for policies that transform people's lives while recognising that many of the challenges we face require international cooperation and collective action.

1. Background

Results UK is developing a new overarching campaign on global health, with an initial focus on the replenishment of UK Government funding for the Coalition for Epidemic Preparedness Innovations (CEPI). We know that it is a case of when, not if, there will be another pandemic and want to build awareness of what the UK should do now to ensure that the next pandemic does not cause the same loss of life, increased inequality and economic damage as COVID 19.

The campaign is expected to run for 12–18 months, while contributing towards a longer-term, approximately five-year, ambition for change.

We want to develop a compelling case for UK investment in global health systems and

institutions that contribute to the health, security and prosperity of people both globally and in the UK.

As background, our initial thinking is reflected in these blogs, published on our website:

["Why aren't we talking about global health?"](#)

["What should be in the new PM's international development in-tray"](#)

The premise is that global health should not simply be an issue of overseas aid. It is indisputably connected to the UK's own health, security, prosperity, science and international influence.

Building on this thinking, we want to develop a distinctive and compelling integrated campaign that gives our work on global health coherence and impact, resonates with the British public and Parliamentarians, and allows us to build our brand and to fundraise.

2. Purpose of the Consultancy

We are looking for an experienced campaign strategist to work with Results UK to design the campaign.

This is an initial campaign development phase, rather than a request to deliver the full campaign.

The consultant will work collaboratively with us to develop:

- A clear long-term vision for the change we want to see.
- An overarching campaign objective.
- A compelling campaign proposition and narrative.
- A detailed list of campaign wedges for us to focus on/dial up or down.
- Priority audiences and targets.

- Overall and audience-specific messages.
- Campaigning approaches for different audiences.
- Potential allies and partners.
- A 12–18 month campaign calendar, including key actions and opportunities designed to appeal to campaigners with different levels of experience including first time campaigners.
- A practical monitoring, evaluation and learning (M&E) approach.
- Related financial asks and recommendations for how the campaign can contribute to Results UK's wider engagement and fundraising objectives.
- A campaign name.

We want the consultant to bring their own experience and ideas and to co-create the campaign with us, rather than simply produce a strategy document based on a fixed brief.

3. Key Areas of Work

Five-year vision and campaign objective

Help us articulate:

- What change do we ultimately want to see?
- What would success look like in five years?
- What needs to change in UK government policy, public understanding and political discourse?
- What overarching campaign objective can connect our different areas of global health work?

Campaign narrative and messages

Develop and test:

- The overarching campaign proposition.
- The campaign story: why this matters, why now and what needs to change.

- Key messages for different audiences.
- Ways of communicating complex global health issues in a simple and compelling way.
- A narrative which can connect global health with domestic issues such as UK health security, NHS resilience, prosperity, science and international cooperation, while retaining Results UK's commitment to global solidarity and equity.

Audiences and campaigning approaches

Identify and prioritise:

- The audiences we need to influence.
- The decision-makers who can deliver change.
- The people and organisations who can influence those decision-makers.
- Potential new audiences and supporters for Results UK.

Recommend appropriate approaches for different audiences, potentially including:

- Parliamentary advocacy.
- Constituency campaigning.
- Media and communications.
- Digital campaigning.
- Business and life sciences engagement.
- Scientists, clinicians and other influential voices.
- Partnerships and coalitions.
- Creative campaigning and public mobilisation.

12-18 month campaign

Develop a high-level campaign roadmap setting out:

- Campaign phases, including a clear end point.
- Key moments and opportunities.
- Priority actions.

- How CEPI can act as an initial campaign opportunity within the wider narrative.
- How momentum can be built over the campaign period.
- Opportunities to review and adapt the campaign.

Organisational Objectives

The campaign should also contribute to Results UK's wider organisational objectives.

The consultant will help us consider how the campaign can:

- Raise Results UK's profile and visibility.
- Bring new people into the Results UK community.
- Recruit and engage supporters.
- Create opportunities for fundraising.
- Demonstrate Results UK's distinctive expertise and approach.
- Build longer-term support for our work.

Monitoring, evaluation and learning

Develop a proportionate M&E framework that enables us to assess:

- Whether we have successfully influenced decisions makers
- Whether we are reaching the right audiences.
- Whether our messages are resonating.
- Whether we are building political and public support.
- Whether we are growing and diversifying our supporter base.
- What we are learning and how the campaign should adapt.

4. Expected Outputs

At the end of the consultancy, we expect to have:

1. Campaign strategy

Setting out the long-term vision, campaign objective, strategic approach, campaign wedges, assets, audiences, messages, potential partners and allies, and risks.

2. Campaign narrative

A clear overarching narrative and proposition that can be used across our campaigning and communications.

3. 12-18 month campaign roadmap

Identifying campaign phases, key moments, activities and opportunities.

4. Fundraising and supporter engagement recommendations

Setting out how the campaign can support Results UK's wider organisational objectives.

5. M&E framework

A practical approach to measuring progress, impact and learning.

6. Recommendations for implementation

Including priorities for the first stage of the campaign and any areas requiring further research, testing or development.

5. Who We Are Looking For

We are looking for an experienced campaign strategist with a strong track record in campaign design.

The successful consultant will have:

- Experience designing successful campaigns.
- Strong strategic and political thinking.
- Experience developing campaign narratives and messages.
- Experience identifying and segmenting audiences.
- Experience designing multi-channel campaigning communications.

- Experience facilitating collaborative strategy development.
- An understanding of UK politics and campaigning.
- Excellent communication skills.
- Experience developing theories of change and/or M&E frameworks.

Experience of global health, international development, health security, science, public health or related areas would be an advantage but is not essential.

Most importantly, we are looking for someone who can bring fresh thinking, challenge our assumptions and work collaboratively with us to develop something distinctive and ambitious.

6. Time Commitment and Approach

The initial assignment is expected to require approximately 7 - 10 days over a one month period.

We anticipate a combination of:

- Review of existing materials.
- Discussions with Results UK staff.
- Strategy workshops/co-creation sessions.
- Independent strategic development.
- Drafting and refinement of outputs.

There may be an opportunity for further support during implementation of the campaign, subject to agreement.

7. How to Apply

Applicants should submit:

1. A CV or background information demonstrating relevant experience.
2. A maximum two-page outline setting out:

- How you would approach the assignment.
- How you would work with Results UK to develop the campaign.
- Your proposed methodology.
- Relevant examples of previous campaign strategy work.
- Your proposed daily rate.

Via email to Alex Runswick, Director of Policy and Campaigns at alex.runswick@results.org.uk

Applicants will have an opportunity to speak informally with Alex before submitting their application if they would like to discuss the brief. Please contact her via email in the first instance to arrange this.

Application deadline: 13 September 2026 23:29

Interviews will take place during the week commencing 14 September, with the successful consultant expected to begin work as soon as possible thereafter.