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| Job/Role Title | Regional Communications, Voice and Media Senior Officer |
| Division | External Relations |
| Grade | D |
| Location | RO |
| Responsible to | Regional External Relations Director (though may vary according to regional specificities) |
| Date | January 2023 |

Role Purpose:

To develop and deliver cutting edge communications products that support the achievement of regional communications objectives and global IPPF strategy goals.

Context of the Role:

IPPF strategy recognises that communication is not simply a tool to promote corporate awareness and presence but is fundamental to delivering on our goals to support norm change, amplify voices and influence political and social opinion. This is a role for someone who can develop a wide range of communications products that serve varied purposes, from building organisational profile of IPPF to supporting political change objectives to contributing to norm change.

The occupant will be passionate about SRHR, and realising human rights, particularly of those most excluded from these rights by societies and governments. Adhere to the safeguarding reporting and monitoring requirements of this role.

Role deliverables:

- Organize and deliver a variety of communications products – human stories, blogs, press releases, statements, core information on IPPF etc - for use on IPPF own channels and external dissemination to support both change and positioning objectives (particularly as the new IPPF brand is rolled out).
- Manage social media channels, ensuring that IPPF is represented where stakeholders come, especially young people, including the creation of digital and audio-visual resources.
- Advise on what kind of communications can best support advocacy and campaigns on what platform, including cross sectoral campaigns run with other organisations.
- Work with youth networking and other staff to ensure that those whose voices are normally excluded, are able to influence and have their voices heard through IPPF communications products.

Skills

- A great communicator, with the ability to express themselves verbally and in writing in the language(s) of the region.
- A good working knowledge and ability to communicate with colleagues in English.
- Demonstrated creativity and curiosity in communications, especially in newer and emerging channels embraced by adolescents and young people.
- Able to bring different generations to speed on the ever-changing social media platforms and ways of communicating.
- A demonstrated understanding of the role of communications in positioning and in change-making.
- Understanding/knowledge of values based framing and narrative development based on same is an advantage, but training will be provided.
- Experience to amplify voices of marginalised communities in social media and other communication channels.
- Strong production values, Audio Video editing, and graphic design plus IT skills a plus.

- A savvy communicator who understands the power of the visual, and aesthetic equal to the written or spoken word to ensure greater connection to diverse audiences.
- Involvement in activism, campaigning or volunteerism using communications an asset.
- Demonstrate an understanding of and commitment to safeguarding in local and international context.

Agree to sign and adhere to IPPF's Code of Conduct and Safeguarding (Children and Vulnerable Adults) Policy.

'IPPF is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all employees, volunteers, contractors and partners to share this commitment'.