

Job/Role Title	Regional Communications, Voice and Media Advisor
Division	External Relations
Grade	E
Location	Regional
Responsible to	Regional External Relations Director (though may vary according to regional specificities)
Date	September 18, 2024

Role Purpose:

To ensure communications delivers maximum value to all regional initiatives and projects, identifying the most effective products and channels, to achieved the required audience impact and serve the wider goals of IPPF Strategy 2028.

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 and influence political and social opinion. This is a role for someone with a good level of classic communications experience and who has kept pace with the changing digital world of communications, voice and media who sees communications as an avenue of change as well as an organisational positioning function. In a world overwhelmed with communications channels and possibilities, s/he/they will always interrogate the ultimate objective that needs to be served by both discrete communications projects and by ongoing communications activities like social media, website presence etc., as well as communications objectives in restricted projects. They will ensure IPPF communications and specifically, ‘voice’ are informed by the IPPF approach to cognitive linguistics and values- based narratives. As the new brand and voice are rolled out, that communications is key in driving same.

The occupant will be passionate about SRHRJ, and realising human rights, particularly of those most excluded from these rights by societies and governments. They are able to move with ease between the demands of more traditional media channels, can work with journalists and write powerful press releases and statements, while staying at the cutting edge of new communications technologies, especially those embraced by adolescents and young people. They will understand the growing place that commentators and thought leaders have in both advancing and regressing the SRHRJ agenda, and will have already navigated a landscape where very few social media platforms dominate and are adept at working beyond algorithms and other mechanisms which impact what people see and hear, at what time. They will have a sensitivity to social and political context and will interact closely with staff working on opposition, advocacy, and movements. This is a great opportunity as IPPF leverages the expertise we have built up in narratives and our influential position, to work with great regional and global comms staff to unleash the power of communications across IPPF to drive the change in the world we want to see – nationally, regionally and globally. Adhere to the safeguarding reporting and monitoring requirements of this role.

Role deliverables:

- Analyse the role of communications in delivering on the objectives of wider projects and initiatives in the region, and identify the optimum channels and products to deliver.
- Deliver a variety of communications products to serve the above – 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).
- Continue to measurably improve organisational literacy in the new media and information landscape.
- Reach out to / maintain relationships with journalists, commentators and thought leaders/influencers as required or support dedicated media staff to do so.
- Create and/or coordinate creation of digital content and resources; ensure social media content serves strategic and project objectives.

- Contribute to strategizing on key communications moments for IPPF as a whole or for the region, in order to ensure opportunities are maximised to drive strategic goals.
- Work with AoCs and external relations staff to support the raising of MA/partner/movement voices to regional or global level, at key moments, during cross sector campaigns etc.– e.g. to support driving a key advocacy change, protect from regression or draw international attention to human rights abuses.
- Work with youth networkers, and with gender and inclusion and AOCs to ensure youth voices and those whose voices are normally excluded, are firmly present in, and influencing IPPF communications – aims, presence and style.
- Deliver communications priorities within restricted projects as required.
- Work with the global and other regional Comms, Voice and Media teams to always ensure the whole of IPPF communications is greater than the sum of the parts.

Skills:

- A savvy communicator who can select the right communication at the right time for the right audience.
- 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.
- Involvement in activism, campaigning or volunteerism using communications an asset.
- Fluency in the language(s) of the region, with a good level of English, sufficient to communicate with global colleagues.
- 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'.

