

<b>Position Overview</b>	
Title	<b>Media Advisor</b>
Location	Nairobi (Kenya)
Reporting to	Lead – Strategic Communications, Voice & Media
Status	Full-time
Grade	E

## **Background**

The [International Planned Parenthood Federation \(IPPF\)](#) is a global sexual and reproductive health (SRH) service provider and one of the leading advocates for universal access to sexual and reproductive health and rights (SRHR) for all. IPPF is a worldwide movement of 120 national organizations, referred to as Member Associations, working with and for communities and individuals. These member associations are the leading civil society providers of contraception in 89 of 120 countries. And in 64 of those 89 countries, IPPF is the only largescale international provider. Collectively, member associations delivered more than 1 billion cumulative SRHR services between 2016 and 2022.

Headquartered in Nairobi, Kenya, the overarching goal of [IPPF Africa Region \(IPPFAR\)](#) is to increase access to SRHR services to the most vulnerable youth, men, and women in sub-Saharan Africa. To reach this goal, IPPFAR works with local civil-society organizations, governments, the African Union (AU), regional economic commissions (RECs), the United Nations, among others, to expand political and financial commitments to SRHR in Africa. IPPFAR tackles the continent’s growing SRHRJ challenges through a network of Member Associations (MAs), strategic partners and volunteers in 38 countries. For more information, please read our 2023 profile (in [English](#) and [French](#)).

### **1. ROLE PURPOSE**

The postholder will create content strategies, research trending topics, and produce content. S/he will work closely with other team members (and consultant writers, designers, communication service providers) to enrich online digital media and print media.

The incumbent will be an experienced, innovative and polished writer, designer and videographer who will drive the content strategy and create compelling written, video, photographic and visual content that elevates the IPPFAR brand and maintain a consistent voice. S/he will develop a deep understanding of IPPFAR’s programmes and its clientele base (the MAs and external audiences) in order to produce engaging and relevant content that improves MAs engagement, builds awareness, and ultimately drives results. As part of the External Relations & Communications team, the position holder will produce a wide range of content including digital and print, social media posts, blog articles, thought leadership pieces, case studies and short videos for social media posting.

## 2. Role Deliverables

### Producing and writing and content management

- Writes and manages content for advert campaigns, email campaigns, editorial site content, social media, the bilingual website, direct mail pieces, and advocacy collateral.
- Proposes new ideas and new products, is not afraid to think outside of the box, takes initiative, and demonstrates creativity;
- Builds and executes a content strategy (with a detailed calendar) of engaging and relevant content for IPPFAR audience and other prospects.
- Develops and maintains a branding strategy to create an approachable and youth-oriented brand.
- Engages with the public through various social media platforms including Facebook, Twitter, LinkedIn, Instagram and TikTok (and other media means).
- Maintains bilingual (English and French) website development (through regular updates), e-marketing with the ultimate aim of building a stronger brand presence.
- Develops stories for blogs using the work of the regional office and members associations and youth networks. These can include short videos, and/or static posts.
- Uses blogs and other stories to increase media attention to the organisation, to increase advocacy and public information about IPPFAR work and ensure IPPFAR and member associations visibility and credibility in Africa.
- Ensures that content works lead to media and donor attention and supports regional office and member associations service delivery, CSE, advocacy and communications as well as relevance in their communities.
- Champions the brand voice across the organization to drive brand's consistency and evolution.
- Raises awareness of the work of the organisation in a focussed and well researched manner and using good quality stories and materials to impact on organisation's reputation.
- Develops videos, audio and written stories and advertise them on social media.
- Develops digital campaigning messages and materials and rolls them out externally and in collaboration with member associations and youth networks.
- Contributes to creating online banners and PPC advertisements.
- Tracks and evaluates the performance of IPPFAR's social media platforms.
- Learns from other departmental teams and other partners continuously to improve the quality and consistency of written and verbal communication.

### Other

- Embraces safeguarding and other internal policies.
- Any other tasks as may be assigned by the supervisor.

### 3. COMPETENCIES

**PROFESSIONALISM:** Knowledge of the work of IPPFARO in the field of Advocacy, communications, resource mobilisation, partnership building, SRHR and Human rights. Understanding the functions of intergovernmental bodies. Ability to develop communications strategy and messaging for digital campaigning and media events; Understand of media relations and development of media support; Experience in developing media support in Africa for difficult mandates including SRHR and Human rights; strong experience in writing filming and producing images, blogs and stories for SRHR and human rights. Shows pride in work and in achievements; demonstrates professional competence and mastery of IPPF mandate, particularly in the areas of advocacy, communications, public relations and partnership building. Is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.

**COMMUNICATION:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.

**TEAMWORK:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

**PLANNING & ORGANIZING:** Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently.

**CREATIVITY:** Actively seek to improve services; offer new and different options to meet unit's strategy; promote and persuade others to consider new ideas; take calculated risks – think “outside the box”; take an interest in new ideas; do not be bound by traditional approaches.

### 4. WORK EXPERIENCE

- At least 5 years' experience in content, publications, strategic communication, marketing, media and public relations.
- Demonstrates creativity, initiative, innovation, and thinks outside the box;

- Excellent mastering of production of videos, images, promotional materials and stories for campaigning.
- Excellent skills in taking photos and making simple videos and creating visuals for social media to support the IPPFAR's storytelling;
- Very good technical knowledge of media contexts, communication software, MS Office; photo and video-editing software; social media posting software - including a wide range of multimedia, social media, web and digital tools;
- Demonstrated professional experience in social media and digital campaigning and a working knowledge of Twitter, Facebook, LinkedIn, Instagram and TikTok;
- Experience in web design/development and content publishing;
- Editing and copywriting content and blog posting experience is required.

## 5. EDUCATION

Postgraduate Degree in Digital Communications, Public Relations, ITC, Publications or relevant fields related to the position.

## 6. LANGUAGES

English and French are the working languages of IPPFAR. **For this post fluency in English and French (both oral and written) is required.** Knowledge of Portuguese is an advantage.

## 7. ASSESSMENT

Evaluation of qualified candidates may include a desk review and/or an assessment exercise which may be followed by competency-based interview.

## 8. OTHER REQUIREMENTS

- Experience working in a multicultural environment.
- Willing to work outside standard office hours as required.
- Willing to travel internationally – about 30 days a year.

## HOW TO APPLY

Interested individuals should submit an application form in the [IPPFARO CV](#) form and a 1-page cover letter to: [hroffice@ippfaro.org](mailto:hroffice@ippfaro.org) with the job position you are applying for as the subject of the email by **20 March 2024**. **Please note that IPPFAR will not consider applications that are not done in the requested format.**

IPPF is an equal-opportunity employer. As a leading global human rights organization focused on equality, empowerment, ending discrimination, and poverty eradication, we internally reflect social justice principles. We, as IPPF, strongly oppose racism in all its forms and resolutely go for a cultural change that will shift the existing imbalances in power and process.

Applications are particularly encouraged from women, persons living with disability, and candidates openly living with HIV.

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. Anyone employed with IPPF agrees to sign and adhere to IPPF's Code of Conduct and Safeguarding (Children and Vulnerable Adults) Policy.

*IPPF has been made aware of various fraudulent vacancy announcements circulated via e-mail from websites falsely stating that they are issued by or in association with IPPF. These correspondences, which may seek to obtain money from the recipients of such correspondence are fraudulent and IPPF does not charge a fee at any stage of the recruitment process (application, interview, meeting, processing, training or any other fees).*