**Job/Role Title : Youth Communications and Advocacy Associate**

**Grade : B**

**Responsible to : ​​Programme Manager SHIFTS​**

**Location : Nairobi (Kenya) or Cotonou (Benin)**

**Role Purpose:**

The post holder will lead the communication and advocacy work of the *Strengthening Health Systems for Integrated & Transformative SRHR (SHIFTS)* project— a multi-country initiative funded by Global Affairs Canada (GAC), running until March 2032, in consortium with Action Canada (as lead). With implementation in Benin, Mozambique, and Nigeria, SHIFTS seeks to address critical supply gaps in sexual and reproductive health (SRH) services—particularly abortion—strengthen demand for SRH services, and promote enabling environments that uphold the respect, protection, and fulfilment of SRHR by governments and other key stakeholders.

The Communication and Advocacy Associate will be responsible for the design and implementation of the communication and advocacy plans of the project, in close collaboration with the IPPF Member Associations in Benin, Mozambique and Nigeria, as well as their respective Youth Action Movements (YAMs). The postholder will work closely with the SHIFTS team (based in Cotonou and Nairobi), IPPFAR External Relations Team, and will report to the SHIFTS Programme Manager (with a dotted line of reporting to ARO’s Communication Lead and ARO’s Regional Advocacy Advisor). The incumbent will also have to work closely with the Action Canada team (project lead).

**Context of the Role:**

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 services between 2018 and 2024.

Headquartered in Nairobi, Kenya, the overarching goal of [IPPF Africa Region](https://africa.ippf.org/) (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 SRH challenges through a network of Member Associations (MAs), strategic partners and volunteers in 42 countries. For more information, please read our 2024 profile (in English and French) [here.](https://africa.ippf.org/resource/ippf-aro-factsheet-2024)

**Deliverables:**

*Communication*:

* Drafting media statements, success stories, case studies, preparing communication messaging about the SHIFTS Project and the work of the partners, preparing external communications papers and internal bulletins, editing and publishing information about the SHIFTS’ Project and supporting MAs with their public information to increase their visibility.
* Make sure that the Branding Guidelines of the Project are well understood and implemented by the partners/MAs and by the SHIFTS team in all the communications.
* Make sure the MAs regularly collect communication material, such as photos, videos, written articles, blog stories, case studies, and support them when needed in doing so.
* Archive all the SHIFTS Project-related communication material.
* Regularly conceive and prepare communications for the ARO website and for social media on the progress and successes of the SHIFTS Project and the MAs’ work. This will involve copywriting and social media visual production taking into account SHIFTS branding.
* Communicate closely with all stakeholders to identify story ideas and other communication products such as social media content.
* Contribute to the conception and implementation communication campaigns around the project.

*Advocacy:*

* Knowledge and/or interest in working with social movement or activist platforms, alliance building and community organising.
* Ability to convert communication products into advocacy tools.
* Willingness to support NGOs or grassroots movements to drive change at national level, including an understanding of the challenges and capacity building needs of national organisations working in service provision and national advocacy desirable.
* Understanding and continuous learning of Sexual and Reproductive Health, Rights & Justice (SRHRJ), LGBTQI+ issues, social movements and anti-SRHR opposition including in highly hostile contexts is an advantage.
* Knowledge and/or interest in developing diverse strategies and tactics to bring about social, cultural, political and legal change in a low or middle-income country.

The postholder may also be required to undertake additional responsibilities, as needed, to support the overall objectives and work of the team.

**Reporting/Management Responsibility:**

* None.

**Expertise:**

* Recently graduated with a degree (bachelor’s or masters) in the communication and/or advocacy field, and with interest and ideally some experience in content developing and writing, media, social media, social media campaigns, etc.
* Interest and good skills in taking photos and making simple videos and creating visuals for social media to support the projects’ storytelling.
* Fluency in English is required. Knowledge of French or Portuguese would be an advantage.
* Some knowledge or experience in web development and content production is an advantage.
* Detail oriented and thorough, with an ability to self-motivate and produce high-quality work.
* Experience in and/or willingness to learn and adapt work to online/virtual platforms keeping accessibility needs in mind.
* Committed to ongoing professional learning.
* Have excellent analytical skills, fair judgment, and a proactive, energetic approach to problem solving.
* Team player and comfortable with working with a wide range of multilingual and multicultural teams.

**Skills:**

* Excellent interpersonal skills with a proven ability to influence and negotiate.
* Excellent verbal and written communication skills.
* Excellent time management skills able to meet tight deadlines.
* Excellent IT skills.

NB: In alignment with IPPF’s vision of championing youth leadership and promoting the active participation of young people in sexual and reproductive health and rights (SRHR) initiatives, this role is designed as a professional opportunity for individuals aged **under 25**. This reflects our commitment to ensuring that youth are not only beneficiaries but also key actors in the programmes that serve them.

**Your Ethos:**

* Demonstrate an understanding of and commitment to safeguarding in a local and international context.
* Demonstrates ability and willingness to work in a diverse, multicultural, multilingual and intergenerational environment that is anti-racist and respectful of others.
* An intersectional (pro) feminist passionate about sexual reproductive health care rights + justice, including safe abortion.
* Supportive of people’s rights regardless of sexuality or gender identity/expression and supportive of workers’ rights and access to health care in sex work.

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.