

**INTERNATIONAL PLANNED PARENTHOOD FEDERATION
(IPPF)**

JOB DESCRIPTION

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| Job Title: | | Division: | |
| Advocacy and Digital Communications Coordinator – Americas | | Americas and the Caribbean Regional Office (ACRO) | |
| Location: | Responsible to: | | Date: |
| Bogota - Colombia | Deputy Regional Director | | March 2021 |

• **JOB PURPOSE**

To implement the ACRO advocacy and digital communications plan in Latin America, positioning IPPF as a bold and brave voice on Sexual and Reproductive Health and Rights (SRHR) and gender equality, rooted in the work of Member Associations (MAs), the needs and demands of the communities IPPF serves, regional priorities and the IPPF's Advocacy Common Agenda, joining efforts with coalitions and networks on social justice and anti-racism in addition to SRHR.

• **KEY TASKS**

- Ensures that IPPF advocacy and communications voice highly profiles a gender equality -including Sexual Orientation and gender identity-, racial and ethnicity diversity approach in line with IPPF Gender Equality Strategy.
- Updates the IPPF Americas and the Caribbean social media feeds on Facebook, Twitter, Instagram and any other digital means.
- Produces content on Latin America SRHR and Gender Equality issues and the work of IPPF MAs as required.
- Builds up and increases the social media constituencies for IPPF in Latin America.
- Updates the ACRO website content in Spanish.
- Contributes to the design and implementation of a communication strategy and a positioning plan.
- Engages with Communication teams of the Member Associations on communications campaigns.
- Amplifies in the digital space advocacy efforts, public statements, events and conferences organised by IPPF or where IPPF participates in Latin America.
- Cultivates relations with key Latin American leaders, influencers, champions, activists, especially from youth and women groups, promoting support for the cause of SRHR, gender equality and IPPF's work.
- Participates in the Secretariat communications focal points, Advocacy Advisory Group (AAG) and the Movement Accelerator Platform, contributes with Latin American comms and advocacy perspectives.
- Nurtures relations with media.
- Contributes to the quality of internal and external publications, reports, press releases, etc. produced by ACRO including commissioning of proof-reading, translation and design, etc.

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- Assists in the preparation of talking points, key messages, speeches and written articles and other public relations material.
 - Embraces a culture of learning on advocacy and communications, constantly testing relevance with the external environment and the realities of Member Associations and exchanging best practices.
 - Fosters a working culture of equality, diversity, trust and excellence.
 - Fully integrates a gender equality -including Sexual Orientation and gender identity-, racial and ethnicity diversity approach in all IPPF ACRO activities.
 - Embraces safeguarding and other internal policies and is compliant with their implementation.
 - Upholds the values, ethics and culture of IPPF and be an ambassador of the organization.
 - Undertake any other reasonable duties that may be requested.

PERSON SPECIFICATION

4. EDUCATION & WORK EXPERIENCE

- Academic background in communication, social sciences or journalism or equivalent experience.

5. PROVEN ABILITY

- Experience in national and local advocacy and digital communications in Latin America is a must. Experience in SRHR and gender equality is highly desirable.
- Experience on rights-based communication production and broadcasting in Latin America, preferably in media including social media.
- Good understanding of political, cultural and socio-economic dynamics in Latin America and knowledge of its significance in the international context.
- Previous work at least one of the following groups is an asset: adolescents, indigenous groups, afro-descendants, migrants, sex workers, transgender people and LGBTIQ+, people living with disabilities and/or people living in poverty.
- Media production experience is an asset.
- Experience on coalition building and establishing sustainable multi-sectoral partnerships will be highly valued.

6. SKILLS

- Outstanding digital skills particularly in social media, with the capacity to produce and analyse social media analytics.
- Outstanding interpersonal skills, tact and diplomacy.

- Outstanding command of verbal and written Spanish is essential. Intermediate command of English is essential. Portuguese is desirable.
- Excellent time management and organisational skills to meet pressing deadlines.
- Excellent advocacy, networking and influencing skills.
- Outstanding IT skills

7. COMPETENCIES

- Value-driven individual with a rights-based and gender-sensitive perspective and a strong commitment to the populations IPPF serves particularly adolescents, youth, women and girls from the most left behind communities.
- Intellect and credibility to operate collaboratively in diverse environments.
- Integrity, sound judgement and ability to maintain confidentiality and a flexible personal style.
- Ability to listen to feedback and to respond and relate with respect, empathy and congruence.
- A positive approach to challenges with strong problem-solving, innovative and creative thinking competencies.
- An entrepreneurial approach and the ability to bring creativity and innovation.
- Commitment to the multi-cultural and diverse environment in which IPPF operates.
- A true self-aware team-player.
- Commitment to accountability and safeguarding, and zero tolerance to discrimination on any grounds.
- Fully committed to bodily autonomy and women's right to choose and to have access to safe abortion care.

OTHER

- Due to the media related activities of this position, the job holder may be required to work out of normal office hours from time to time.
- Ability to travel internationally – approx. 20 days per year.