# JOB DESCRIPTION

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| **Job Title:** | | **Division:** | | |
| **Digital Media Intern, Humanitarian** | | **Programmes & External Relations** | | |
| **Location:** | **Responsible to:** | | **Date:** | **Rank** |
| **Home-based** | **Senior Humanitarian Communications Advisor** | | **August 2022** | **N/A** |

**1. JOB PURPOSE**

Describe why the job exists.

Under the general direction of the Senior Humanitarian Communications Advisor, the Digital Media Intern is responsible for creating and managing the humanitarian content contribution to IPPF’s key global social media accounts. They will also be responsible for updating the humanitarian page of the IPPF global website with relevant, timely and engaging updates on IPPF’s humanitarian responses. The role will also provide support to our Member Associations as needed.

The high-level focus of this role includes building upon our humanitarian social media strategy from the ground up and leading in its implementation and execution on behalf of IPPF Humanitarian, the arm of IPPF which works to provide sexual and reproductive health care in crisis situations. The intern will work most closely with the IPPF Humanitarian and Central Office Communications teams.

**2. KEY TASKS**

Describe the *main* activities undertaken by the job holder. The list need not be exhaustive but should reflect the most important features of the job.

1. Leading on the management of IPPF humanitarian’s social media content, ensuring we are meeting our targets for Facebook, Instagram, and Twitter each month
2. Drafting social media posts on humanitarian crises around the world and our Member Associations (MAs) responses to them, ensuring IPPF’s verbal and visual framing techniques are adhered to and liaising closely with the IPPF Social Media Officer to have these included in the IPPFs social media scheduling
3. Continually analyse our humanitarian social media content for activity and engagement; making amendments as needed to increase followers and engagement. Collaborate across the team to drive continuous improvements on engagement, always keeping content fresh and valuable
4. Managing and updating the humanitarian pages of the global IPPF website, ensuring regular updates are made and content remains current and engaging
5. Work with the broader communications team to plan and execute social media posts against global campaigns and UN Days, submitting for scheduling in advance
6. Liaising with our MAs around the world to source case studies, content, and images and quotes on a range of issues and topics for use on social media
7. Scope out external content creation opportunities (including through illustrators, graphic designers, and animators) and costs, ensuring brand guidelines are adhered to
8. Creating simple multimedia content for our digital platforms, including photo essays, blogs, videos, and infographics
9. Assisting Member Associations with their social and digital media activity, as required
10. To undertake any other reasonable duties as may be requested from time to time.

**3. RESPONSIBILITIES**

Describe: a) staff responsibilities carried out by the job holder.

N/A

b) financial responsibilities carried out by the job holder.

N/A

c) advisory responsibilities carried out by the job holder.

N/A

**PERSON SPECIFICATION**

**4. EDUCATION & QUALIFICATIONS**

Describe the likely educational/training background of the job holder.

* Undergraduate degree, preferably in the communications field or equivalent standard of education and professional experience in communications.

**5. PROVEN ABILITY**

Describe the minimum level of professional experience required to do the job.

* Strong experience in the development and application of social media initiatives
* Background/understanding of development and humanitarian issues
* Strong background in creating engaging written content and other messaging

**6. SKILLS**

Detail the skills needed to do the job, *including* languages.

* Innovative and creative thinking

# Good communications skills

# Excellent writing skills, including the ability to write, quickly, clearly, and concisely, producing engaging copy

* Basic graphic design skills
* Basic video production and editing skills
* Sound administrative and organizational skills
* Computer literate
* Flexible

**7. PERSONAL COMPETENCE**

Describe the characteristics of effective job performance, eg. sound judgement, ability to maintain confidentiality.

* Awareness of and sensitivity to the multi-cultural environment in which IPPF operates.
* Integrity
* Cultural sensitivity
* Supportive of a woman’s right to choose and to have access to abortion services.

**8. PROCESS**

Candidates are requested to submit a CV and a short (no more than one page) covering letter

explaining their suitability for the position. This should be sent to Hema Annadorai at

hannadorai@ippf.org, no later than 31st August 2022.

Signed: Date:

Job Holder

Signed: Date:

Supervisor

Signed: Date:

Next Highest Authority