

<b>Job/Role Title</b>	<b>Global Lead – IPPF Rebrand</b>
<b>Division</b>	<b>External Relations</b>
<b>Grade</b>	<b>3 YEAR FIXED TERM POSITION – Funded from Identity Initiative Designated Funds</b>
<b>Location</b>	<b>Global – Open</b>
<b>Responsible to</b>	<b>Director External Relations (Global)</b>

**Role Purpose:**

Part of the Identity Initiative. Leads to the global rebrand of IPPF. A focused piece of work that will consult widely across the Federation and beyond, ultimately responsible for a transformative make-over for IPPF.

**Deliverables:**

- By 2025, our common brand will be recognised as an expression of the universality of sexual and reproductive health and rights and the global solidarity of our federation. Member Association names and brand proudly carry IPPF’s kitemark.
- Develop and lead a global rebranding process that will see IPPF with a new brand approved by a virtual General Assembly and ready for launch in 2024.
- Oversee an advisory group made up of MA EDs and experts; ensure MAs are actively engaged and co-designers throughout the process.
- Develop, manage, and stay within a work plan and budget.
- Act as the key liaison point between the Charter team and IPPF staff and trustees.
- Set up a system and culture for global brand management and brand marketing.
- Champion the brand internally and externally, making sure all elements of the company and key stakeholders understand the brand and its goals.
- Conduct analysis on how the existing brand is positioned in the market and how the new brand will launch campaigns based on client and partner insights.
- Monitor market trends, research INGO markets, and partner activities to identify opportunities and critical issues.
- Engage in action research aligned to the Charter and translate the new strategy into a rebrand plan, brand positioning, and a ‘Go-to-market’ strategy.
- Actively build brand literacy amongst colleagues, including with DLT and the board.
- Proactively develop clear marketing channel strategies and support requirements related to registration and brand adoption.
- Manages the relationship with consultants and agencies; manages the relationship with the charter team; and key internal stakeholders. Builds excitement and momentum for a global rebrand.
- Identifies and prioritizes brand sensitisation opportunities to MAs and external partners; and considers the implications for individual giving. Links to IPPF Comms, including socials and media.
- Supports development of regional office - MA plans to ensure appetite for a new brand and support for launch.
- Support and enable a safe environment, adhering to the safeguarding reporting and monitoring requirements of this role.
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**Expertise:**

- Able to forecast and predict trends, ensuring longevity in the finished product.
- Understanding values-based narratives and cognitive linguistics is a big asset.

- Budget management, and portfolio management with a focus on return on investment.
- Proven experience and results-driven track record as Senior Brand Manager/Marketing Manager.
- Has experience working within a Federation and with MAs on all SRHR issues.
- Expertise working across the full branding and marketing mix to deliver a look and feel that speaks to a new generation and new stakeholders, whilst bringing existing stakeholders along and knowing how to transition the most enthusiastic stakeholders to champions.
- Experience in identifying target audiences and creating brands + campaigns that engage, inform and mobilise internal and external audiences.
- Understands and is a sector leader in digital, social and AI.
- Proven ability to develop brand and marketing strategies and effectively communicate recommendations and brand sentiment.
- Experience in content and social media.
- Experience with relevant software and apps.
- Degree in marketing, business management or any related field.
- Strong analytical skills and data-driven thinking.
- Strategic and sleeves-up thinker that can navigate a complex Federation.

#### **Skills:**

- Highly creative with the ability to think out of the box.
- Experience in B2B and B2C is helpful.
- Excellent communicator with great people management and interpersonal skills.

#### **Your Ethos:**

- 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 worker's 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.