

Job/Role Title	Senior Communication Adviser Int/Ext
Division	External Relations
Grade	F
Location	Global – Open
Responsible to	Director, Communications, Voice + Media

Role Purpose:

The potential of IPPF to progress SRHRJ through the way it communicates is limitless. To advise and lead on IPPF's communications, ensuring IPPF is visible and relevant; aligned to Strategy2028, with support to all to ensure that SRHRJ is prioritised across both internal and external comms. This role will be the key liaison point with the Identity Initiative.

Context of Role:

- This is a role for a comms expert who has led internal communications processes across large Federated structures or similar. A role for someone who can straddle the pre-emptive planning necessary; whilst being able to deliver on the go – working to timelines that can be urgent, including those that require a crisis communications response. You will need to bring equal passion to topics that are diverse and with different country contexts, you will be recognised as an enabler – working with your team to change the way IPPF does communications.
- This role is for someone who can bring ideas and organization to the public via external communications that are relevant, changing and reactive to a range of internal and external stakeholders. Who understands how battles are won and lost in very public settings, who knows how to drive internal momentum toward external dialogue, and who is adept enough at creating new frontiers for dialogue and debate with an emphasis on how young people want to engage with IPPF.
- This will be about harmonizing IPPF's role with colleagues from across the Secretariat, providing insight and leadership on how to use various platforms for dialogue and information. You will work with IT to transform IPPF's internal communication platforms, its reports and other key products such as annual reports, and technical guides – ensuring we move toward a paperless future that is enticing and relevant for diverse stakeholders, with a view of working with the Social Media advisor to generate greater understanding and application of social media.
- This role has some internal demands, bringing staff and volunteers on a journey across the most relevant or promising platforms and modernising the way we communicate externally.
- The role will aim to bridge technological disparities, the advisor will need to be conversant with how digital media is used in low-resource settings as well as how AI is changing the user experience, so that client voice shapes how we see and understand ourselves and others; and how we tell our stories.
- The role works with an intergenerational Federation, with staff working across multiple settings, including in countries with poor security controls, humanitarian settings and countries that social media for their citizens. This role will provide expertise in how discourse is shaped by the various platforms, ensuring the issues most critical to IPPF have a space in the discussion.

Role Deliverables:

- IPPF reorients its communications for MA's, for the Secretariat that supports them. You reframe the way global work is understood ensuring attention, resources and emphasis is driven by the MAs and the communities who have a story to tell. You do this by holistically understanding digital and traditional media, and understanding user preferences by key stakeholders.
- Ensure the Comms, Voice and Media team are across the Identity Initiative and are a champion for change. Is the key interlocutor with the US-based Individual Giving team.
- Evidence of Scale: Larger, more focused communication across our external world, ensuring presence and visibility in external a such as conferences or events, acting as the key link for conferences, internal meetings and support when a heavy comms lift is required.
- Ensure a fit-for-purpose platform that ensures MAs and Secretariat staff have information as they need it, and that this is easy to use and find. Act as the liaison point for trustees, volunteers, and others so they both have the information and so we amplify their voices.

- Supports content building for media and socials. Make the connection between those stories and internal discussions, overseeing Town Halls, and other key internal meetings that require comms leadership and support.
- Timely and courageous voice. Evidence of ability to bring Secretariat along with MA's and vice versa. Judicious use of global comms tone of voice and platform, when MAs cannot engage publicly.
- Understanding values-based narratives and cognitive linguistics is a big asset.
- Prepare IPPF for increased scrutiny in anticipation of a more visible rebrand that will more overtly connect MA's to the IPPF brand, and vice versa.
- Develop and deliver a solution to support the CVM team to transform the way it does its internal communications, sharing insights on possibilities, security and safety.
- Lead the relationship with the Identity Initiative to bring key elements of the Charter and Rebrand to life, as well as supporting the Rebrand efforts as and when needed.
- Delivers crisis communications for IPPF as and when needed; and supports media and crisis comms as required.
- Support and enable a safe environment, adhering to the safeguarding reporting and monitoring requirements of this role.

Expertise:

- Experience leading an INGO into the public arena, increasing visibility and public presence.
- rings a hunger for the possibilities of communications in advancing SRHRJ. Thinks in the language of corporate and internal communications. Able to navigate across time zones and borders.
- Moves teams away from desk/office-based thinking towards virtual.
- Knows how to deploy an internal community from different time zones to collectively and intensively focus on a hot issue maximizing the reach and breadth of what is possible.
- Is a strategic thinker who is not afraid to roll their sleeves up, write and deliver.
- Expertise in navigating a complex Federation to build a shared consensus on int/ext. comms and to land people-focused messages that speak to sensitive SRHRJ issues.
- Lived experience of a marginalized group welcome.
- Ability to reflect on your own culture and privileges and relate to people from different cultures and backgrounds in a positive and engaging way.

Skills:

- Informed and passionate about the work of IPPF and an advocate for what we stand for.
- Understands the need to tell the story to better support income generation and donor relations.
- Exceptional communication skills, verbal and written. Assertive and diplomatic. Skilled at communicating technical or rights issues to a lay audience.
- Demonstrates integrity and self-awareness. Strong analytical approach. Is aware of personal and situational power, and is scrupulous in dealings with other people.
- Leads with kindness and endless curiosity.
- English fluency is essential. Ability to work in French, Arabic or Spanish advantageous.
- Still reads the paper! And journals. Is a voracious reader who can also use and understand digital, social media, AI and technology, stays abreast of changes in the landscape and takes responsibility for self-learning.

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 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.