Job/Role Title: Senior Media Advisor External
Division: External Relations
Grade: F
Location: Located in Our Regional Offices
Responsible to: Director, Solidarity and Voice

Role Purpose:

IPPF has made gains in its media presence; however, the new strategy shows a new sort of possibility in how we change the landscape on our issues and the narrative that informs it. As part of our commitment to speaking up, and speaking out a Senior Media Advisor will build new and transform existing relationships, building a community of change makers outside of NGOs.

Context of role:

- This is a role for a news buff, one who voraciously follows story arcs, reporting trends and industry happenings. Who knows the news before it breaks? Who is cognizant of how political issues play out in the media and which audiences can be reached in which ways? This role is about changing the landscape of reporting, bringing new language and new questions and partnering with journalists to build a community of supporters and activists.
- This role will be linked to the opposition and narrative team and exposing the underbelly of the opposition against SRHRJ while building a community of supporters. It will be about taking big bets in a public landscape to disrupt existing reporting cycles and to build urgency on our issues.
- The role works with an intergenerational Federation, with staff who have historically not felt safe to speak out on oppressive forces; due diligence and a similar code of ethics, such as what reporters use will be necessary to the role.

Deliverables:

- IPPF is visible and relevant across the most influential media platforms; with presence in every region.
- Evidence of Scale: Larger, more focused media footprint globally, building on progress already made.
- Consistent and regular reporting on IPPF and our issues.
- IPPF is recognized and understood by the print and news media.
- New culture and approach to media.
- Timely and courageous voice. Evidence of ability to bring Secretariat along with MA’s and vice versa. Judicious use of global brand in contexts where MA’s are unable to engage publicly.
- Prepare IPPF for increased scrutiny in anticipation of a more visible rebrand that will more overtly connect MAs to the IPPF brand, and vice versa.
- Writes and proactively considers fresh content. Ensures opportunities for stories bubble up. That those contributing are supported and empowered to tell their story.
- Identifies the story tellers in IPPF and provides a platform so their voice is heard.
- Co-creates the tone of voice, ensuring it is compelling and stays fresh and relevant.
- Identifies and manages the need for new or revised content, systems and platforms and co-ordinate implementation.
- Support crisis communications for IPPF as and when needed.
- Support and enable a safe environment, adhering to the safeguarding reporting and monitoring requirements of this role.
Expertise:

- Has led media teams.
- Having worked as a journalist is highly advantageous.
- Thinks in the language of media cycles and crisis loops.
- Experience leading an INGO into the public arena, increasing visibility and presence in traditional media and amongst key stakeholders.
- 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.
- Understanding of values-based narratives and cognitive linguistics a big asset Understands GDPR and different legal frameworks, their applications and limitations.
- Expertise with 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.
- Is a proactive, strategic thinker, who is also not afraid to roll their sleeves up, write and deliver.
- Strong analytical approach.

Key Skills:

- Seeks out talent and finds opportunities for colleagues with media aptitude to be IPPF ambassadors.
- Moves teams away from desk/office-based thinking towards the issue, and reactivity.
- Uses and understands media, stays abreast of changes of the media landscape and takes responsibility for self-learning.
- Able to navigate across time zones and borders.
- Ability to reflect on your own culture and privileges and relate to people from different cultures and backgrounds in a positive and engaging way.
- English fluency essential. Ability to work in French, Arabic or Spanish advantageous.
- Exceptional communications skills, verbal and written. (S) Assertive and diplomatic. Skilled at communicating technical issues to a lay audience.

Personal Competence:

- Informed and passionate about the work of IPPF and an advocate for what we stand for (PC).
- Brings a hunger for the possibilities of print and news media in advancing SRHRJ. (PC)
- Lived experience of a marginalized group is a big asset. (PC)
- Demonstrates integrity and self-awareness. (PC)
- Is aware of personal and situational power and is scrupulous in dealings with other people. (PC)
- Leads with kindness and endless curiosity. (PC)

Your Ethos:

- Demonstrate an understanding of and commitment to safeguarding in a local and international context.
- Demonstrate 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.