

Deadline: 19 January 2024

Location: Remote

Purpose of the Global Rebrand and Charter of Values:

In November 2022 IPPF turned 70 years old and to celebrate this milestone, adopted a bold new strategy; Come Together 2023-2028. IPPF is going through a significant transformation and will be boldly heading in the direction set by Strategy 2028. The strategy places youth and innovation at the centre of how we deliver care and to reflect this, a reimagined IPPF brand is what is needed to help us remain relevant, to reach as many young people as possible and to deliver the best possible care. The brand will be aligned with a new Charter of Values that defines IPPF's core values and mission.

The goal of the global rebrand will be to give an external voice, look and feel to the Charter of Values and the Come Together 2023-2028 strategy. The global rebrand is expected to be aspirational and ambitious and to enable the Federation to generate support in an increasingly global market.

The Charter of Values will build on the sexual rights declaration and other Federation policy to explicitly state a set of core values statements that MA's and the Secretariat will inform, endorse, and sign. The Charter will provide the central core on which to build a Federation partnership brand that adds to MAs individual identity and will bring weight to existing systems such as accreditation. The process to develop the Charter of Values will work closely with the Global Rebrand process.

Scope of Work:

Working in partnership with other Co-Leads to contribute to:

Leading:

- Strengthening and engagement of the Charter Guiding Group and Rebrand Committee and ensuring that they are empowered to oversee the design of the Charter and Rebrand.
- Ensuring project milestones, budget and timelines are met, and that adequate contingencies are made for adjustments to the scope of the project.

- Convening skilled experts, consultants and IPPF colleagues as needed to ensure expertise on specific elements across the course of the project.
- Preparing and delivering high quality documents and presentations to the Director's Leadership Team as well as the Board of Trustees to elicit guidance and support for the Identity Initiative products and plans.
- Organising and hosting a General Assembly in 2025 (date TBD) to approve the Charter of Values; and once done handing over the process to a delegated Secretariat staff member.

Supporting:

- Integration of the work of the Rebrand and Charter, making space for collaboration and co-creation of the two processes under the Identity Initiative.
- Recruitment and management of creative agencies hired to lead the comprehensive global rebrand, and charter language optimisation in collaboration with the Global Rebrand Lead.
- Effective and timely communications about the Charter and Rebrand processes to MAs including sharing notes, reflections, consultation outcomes, meeting agendas and schedules.
- Linkage of the Charter and Rebrand development processes to young people and the communities in which the IPPF operates, ensuring a cadre of champions are ready to stand up and speak out on the process and eventually, the Charter and Rebrand.
- Collaboration with colleagues from the Communications and Strategy and Planning Teams to integrate both the Rebrand and Charter processes into other initiatives, ensuring a joined-up process and thoughtful sequencing of key deliverables throughout the process.
- Contributing to the culture of a high-performing team that drives the Identity Initiative forward.
- Engaging in any additional activities as agreed between the Co-Leads and the Director External Relations.

Ideal Profile:

- The Co-Lead is a doer, with the ability to work flexibly in a focused team and fast-paced environment, to ensure oversight for and implementation of developing IPPF's Charter and Rebrand.

- The Co-Lead has enough experience in SRHRJ to ensure accuracy (technical relevance) and transformation (the Federation is best positioned) to lead on a transformative agenda.
- The Co-Lead is creative and dynamic, and enjoys working in complex organisational settings, having the ability to build influence, and to foster openness to fresh ideas and new ways of thinking.
- The Co-Lead has a clear commitment to the values and policies of IPPF as well as the transformative agenda of the Come Together 2023-2028 strategy.
- The Co-Lead has excellent written and oral communication skills and proven experience in facilitation, with proficiency in English and at least a second working language of the Federation (Spanish, French or Arabic).

Interested candidates are requested to send their application letter and CV to Renee Sewe rsewe@ippf.org by 19 January 2024.

IPPF is committed to equal opportunities and cultural diversity. Candidates from all sections of the community are welcome to apply.

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.