**Job Title: Social Media Senior Officer**

**Division: External Relations**

**Salary Range: $20,000 - $25,000 Mexican Pesos**

**Location: Mexico City, Mexico**

**Role Purpose:**

The Social Media Senior Officer at IPPF Americas and the Caribbean Office is responsible for creating and managing social media engagement across various platforms, including Facebook, Twitter, Instagram, YouTube, LinkedIn, and other emerging platforms. This is a crucial role in amplifying IPPF's voice and taking our mission around the Latin American and the Caribbean Region and around world

**Context of Role:**

IPPF is undergoing significant organizational changes to become more member-led, transparent, and responsive to the needs of women, girls, and all individuals it serves. This role is pivotal in supporting external communication efforts by the global communications team, driving growth in digital presence, and enhancing IPPF's profile.

**Role Deliverables:**

* Manage social media profiles on Facebook, X, YouTube, Instagram,and LinkedIn, among others.
* Content production in collaboration with the Comms, Voice and Media Senior Advisor - Write, create, and implement daily social media posts across channels.
* Plan and execute content for international days, IPPF events, and Member Associations key dates,, ensuring inclusive and gender neutral language and sensitivity to SRHR issues. This includes creating content and design.
* Liaise with Member Associations to source, create and manage social media content.
* Collaborate with technical teams at regional and global levels for creative communication planning and social media integrations.
* Lead online reputation management and manage social media comments.
* Share daily, weekly, and monthly insights in things that work and does not on social media.
* Work towards increasing brand awareness, engagement, and website traffic.
* Brand health - Ensure proper quality checks in accordance with brand guidelines across social media profiles to ensure consistency and brand adherence across social media channels. Ensure all content is verified and checked for due sources.
* Develop and maintain relationships with social media companies like Facebook, Google, etc.
* Develop and maintain relationship with journalists and online news vehicles.
* Track competition and share comparative analysis.
* Mange and create social media tool kit for specific campaigns/ member association events/IPPF events.

*  Work on international newsletter, online campaigns with Comms, Voice and Media Senior Advisor and External Relations Director at ACRO.Reporting - report on key performance indicators on monthly basis.

**Key Skills/Expertise:**

* Bachelor's degree in Marketing, Communications, Journalism, or a related field.
* Proficiency in English and Spanish (writing and speaking)
* 3-5 years of experience in social media management and content creation.
* Excellent copywriting and creative content skills.
* Proficiency in designing social media graphics.
* Strong knowledge of SEO, keyword research, and Google Analytics.
* Familiarity with online marketing channels and web design.
* Exceptional communication and multitasking abilities.
* Willingness to travel nationally and internationally as required.
* Supportive of SRHR rights, including safe abortion services.
* Commitment to safeguarding human rights and diversity, equity, and inclusion principles.
* Passionate about intersectional feminism and social justice.
* Full supportive of LGBTQ+ rights and worker's rights.
* Experienced in working in team in a collaborative manner

**IPPF Commitment:**

IPPF is committed to safeguarding the welfare of children, young people, and vulnerable adults. All employees are expected to adhere to IPPF's Code of Conduct and Safeguarding Policy.

If you are passionate about advancing sexual and reproductive health rights and are driven to make a positive impact through social media, we encourage you to apply. Join us in our mission to create a world where everyone has the right to choose and access safe healthcare services.