

Job Title **Senior Social Media Advisor**
Grade **F**
Reports to **Director, Solidarity for Voice and Change**
Location **Global – Based from locations where IPPF have regional offices**

Role Purpose:

Modern revolutions happen on social media. The potential of IPPF to progress SRHRJ through this avenue is limitless. To advise and lead on IPPF's social media profile, ensuring IPPF is visible and relevant, aligned to Strategy 2028, with support to ensure that SRHRJ is prioritised across new media.

Context of Role:

The Senior Social Media Advisor is a role for a digital native who has taken brands, ideas, and organisations to the public via social media. The role holder understands how battles are won and lost online and who is adept enough at creating new frontiers for dialogue and debate, emphasising how young people want to engage with IPPF.

A key part of this role will be about forecasting new frontiers and positioning IPPF as leaders during a time when opposition against SRHRJ is growing, but activism is reliant on social media, and where activists are often the first adopters of new media and tech. It will bring IPPF closer to action.

This role has some internal demands. It involves bringing staff and volunteers on a journey across the most relevant or promising platforms, modernising how we communicate externally. It will also aim to bridge technological disparities, and the advisor will need to be conversant with how social media is used in low-resource settings and how AI is changing the user experience so that client voice shapes how we see and understand ourselves and others and tell our stories.

IPPF is an intergenerational Federation with staff working across multiple settings, including countries with poor security controls, humanitarian settings, and countries that restrict social media for their citizens.

Deliverables:

- Work to ensure IPPF is visible and relevant across the most critical social media platforms, including on newer platforms.
- Confidence to build on the progress to scale a larger, more focused social media footprint globally.
- Demonstrating a timely and courageous voice by elucidating a powerful and engaging global brand for the Secretariat, even where MAs cannot engage publicly.
- Demonstrating an understanding of values-based narratives and cognitive linguistics.
- Prepare IPPF for increased scrutiny in anticipation of a more visible rebrand that will overtly connect MAs to the IPPF brand and vice versa.
- Using a solutions-orientated approach to support the application of technologies to its internal communications.
- Ability to synthesise information and share insights and ideas for developments in the space.
- Ability to work with the Identity Initiative to bring key elements of the Charter and Rebrand to life.
- Supporting the IPPF Rebrand efforts as and when needed.
- Knowledge and ability to skillfully create digital and social content production. Including graphics and short-form content in a timely and professional manner.
- Knowledge of up-to-date applications and techniques used within the social media and

content creation space to develop design work, which continues in the spirit of communicating fun and compelling content.

- Identifies and manages the need for new or revised digital content, partnerships, collaborations, systems and platforms and coordinates implementation.
- Support crisis communications for IPPF as and when needed.

Reporting/Management Responsibility:

- None

Skills and Experience:

- Informed and passionate about the work of IPPF and an advocate for what we stand for, with a hunger for the possibilities of using social media to advance SRHRJ globally.
- English fluency is essential. Ability to work in French, Arabic or Spanish advantageous.
- Experience working with communications and/or social media content creation and delivery within the charity or INGO sector is desirable.
- Recent demonstrable experience increasing visibility and presence on social media and amongst key stakeholders,
- Proficiency in key online content creation tools like Canva, CapCut, Sprout Social.
- Proficiency in Microsoft Suite (Word, PowerPoint, Excel).
- Strong understanding of the language of media cycles and crisis loops and the geopolitical context which affects these.
- Willingness to collaborate and work agilely across time zones, balancing shifting priorities and delivering outcomes on time – maximising the reach and breadth of what is possible.
- Experience thinking strategically, forecasting, and delivering to meet organisational needs.
- Understanding of GDPR and different legal frameworks, their applications and limitations.
- Demonstrates self-awareness and emotional intelligence to understand various cultures and experiences and positively engage in a way that reflects IPPF values.
- Exceptional communication skills, verbal and written. Assertive and diplomatic. Skilled at communicating technical issues to a lay audience.
- Strong analytical approach. Is aware of personal and situational power and is scrupulous in dealings with others.
- Leads with kindness and endless curiosity.
- Uses and understands social media, AI and technology, stays abreast of changes in the landscape and takes responsibility for self-learning.
- Willingness to travel as required to meet the needs of the global team and role-responsibilities.
- Experience navigating a complex Federation to build a shared consensus on internal/external communication that speaks to sensitive SRHRJ issues is desirable.

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 workers' rights and access to health care in sex work.
- IPPF welcomes applications from candidates with empathy for or lived experience of existing within a marginalised group.
- Leads with kindness and endless curiosity.

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.