

Terms of Reference (ToR)

Consultant – Words Matter Language Guide

Location: Remote or based in one of IPPF’s Regional Offices (Mexico City, Mexico; Port of Spain, Trinidad and Tobago; Tunis, Tunisia; London, United Kingdom; Kuala Lumpur, Malaysia; New Delhi, India; Brussels, Belgium; Nairobi, Kenya)

Duration: 20 days total full-time or part-time with an estimated start date of 15th February 2026.

Reports to: External Communications Advisor, Communications, Voice and Media (CVM)

Works closely with: The Global Communications, Voice and Media team (CVM), and the Global Lead – Opposition and Narratives, Regional Office communications leads.

Background

In 2025, the International Planned Parenthood (IPPF) launched its new brand identity reaffirming our shared values, our purpose, and our collective energy as a Federation standing and fighting for sexual and reproductive rights for all. IPPF also adopted its first ever Charter of Values, delivering on our collective commitment to re-examine our principles, and push the line for justice, equality and bodily autonomy. Our rebrand is also a reaffirmation of IPPF’s work on countering anti-rights opposition through winning narratives and supporting feminist, reproductive, sex workers and LGBTQI movements, to drive progressive change for SRHRJ.

To expand and develop our work on winning narratives and to reaffirm our commitments to equality and justice, IPPF is seeking a consultant to lead on the development and implementation of a Words Matter Guide. The Guide will provide an overview of terms for how we frame the rights IPPF works on and the communities we work with. As well as including a glossary of commonly used terms in IPPF and our chosen framing, the guide will detail why this framing is being used to avoid imposed terminologies and colonial and exclusionary language that feeds into dominant worldviews often used by those with whom we are in opposition.

Key responsibilities and deliverables

- **Desk research:** Desk research of example language guides and statements from aligned organizations and public materials that align with IPPF’s values and narrative work.
- **Content mapping:** Review and synthesis of current IPPF materials, including work being done by our Regional Offices, and the desk research findings that will inform the Guide. This includes the mapping of key terminologies and language relevant to IPPF and work on SRHRJ, the drafting of text on why we have chosen specific framings, and the review of the draft outline with the Communications, Voice and Media team and Regional Office communications colleagues.
- **Production of Words Matter Guide:** Drafting and final production of the Word Matter Guide to act as a glossary of terms, principles and framings for the IPPF Federation.
- **Dissemination plan:** Working with the External Communications Advisor develop a plan for the dissemination of the Guide across the Federation, and the development of an external facing content page on the global IPPF site. This page will give an overview of our framings and language choices, why they matter, how they align with our charter and ethics, and how these framings respond to the opposition narratives we work to challenge with equal strength and clarity.

Timeframe and work pattern

Start date: 16th February, 2026

End date: by the 31st March, 2026

The consultant can work on a full-time basis across one month, or on a part-time basic across February – March, totaling 20 days. We actively support flexible work patterns around caring responsibilities and remote or hybrid arrangements.

Budget

The total budget available for this work is US\$8,000.

Knowledge and experience

- Deep understanding of narratives and framing, particularly around anti-rights opposition, with a strong understanding of the importance of this work in the defense of human rights.
- Proven experience and knowledge of decolonial and feminist methodologies and practices and/or working with communities most often affected by injustices.
- Strong knowledge of sexual and reproductive health and rights and reproductive justice, and/or other rights-based advocacy areas.
- Proven experience and knowledge of why language matters, and the ability to articulate this to lay audiences, including the ethical implications of terminology.
- Experience collaborating with multi-disciplinary, multi-cultural, and multi-lingual teams across time zones.
- Experience of working with international NGOs or federated organisations is desirable but not essential.

How to apply

Interested consultants should submit:

- A brief proposal (1-2 pages) outlining their approach and relevant experience
- CV
- Daily rate

Please send applications to Nicky Armstrong (narmstrong@ippf.org) with the subject line: Words Matter Guide Consultant by **11.59pm GMT Friday 30th January**.

We **strongly encourage and prioritise applications from individuals with lived experience and community-rooted knowledge, perspectives and experiences** that are central to this work. A decolonial approach to IPPF's Words Matter Guide is essential. This document is designed to actively demonstrate who has authored terms we use in SRHRJ, whose worldview is being privileged, and any localised framings that should replace imposed terminologies.