# JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title: Social Behaviour Change and Communications (SBCC) Officer</th>
<th>Division: Sub-Regional Office for the Pacific (SROP), ESEAOR</th>
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</thead>
<tbody>
<tr>
<td>Location: Suva, FIJI</td>
<td>Responsible to: Director, Programmes and Operations Pacific (DPOP)</td>
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</tbody>
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## 1. JOB PURPOSE

Describe why the job exists

The IPPF Sub-Regional Office for the Pacific (SROP) supports the nine Pacific Member Associations to deliver Sexual and Reproductive Health and Rights (SRHR) services and education across the Pacific. The function of this role is to work with MAs and partners to develop messaging and deliver communications campaigns to raise awareness of accurate SRHR information and drive health seeking behaviours. This role contributes to the achievement of outcomes under IPPF’s Niu Vaka Pacific Strategy (2019-2022) and UNFPA’s Transformative Agenda (2018-2022).

## 2. KEY TASKS

Please describe the main activities undertaken by the job holder. The list need not be exhaustive but should reflect the most important features of the job.

1. Lead IPPF SROP’s Social and Behaviour Change Communications (SBCC) initiative, including coordinating development and implementation of SBCC initiatives with Member Associations and other key partners, including under UNFPA’s Transformative Agenda.

2. Develop social media SBCC programme for IPPF in the Pacific and build capacity for social media in Pacific MAs.

3. In partnership with the Youth Officer, lead the Member Associations to undertake a mapping of Out of school Family Life Education resources available in 6 countries: Fiji, Kiribati, Samoa, Solomon Islands, Tonga and Vanuatu.

4. Build the capacity of Member Associations to deliver communications and awareness raising activities, including both online and offline media.

5. Support Member Associations to develop information and education communications materials, including providing graphic design support.
6. Support advocacy efforts, including message development, media liaison and producing promotional resources.

7. Develop a locally-driven content generation plan for the Pacific, including gathering high quality photos and case studies, and contributing Pacific content to IPPF global communications as needed.

8. Raise visibility of IPPF and MAs, through development and dissemination of engaging awareness-raising materials for different audiences, including fact sheets, capability statements and infographics utilising technical advice from SROP and Central Office, with a focus on resource mobilisation and donor communications.

9. Analyse data to develop evidence-based arguments for SRHR for various target audiences and to contribute to donor reports.

10. Contribute to management reports, papers, presentations and other documentation as required.

11. Work with Monitoring and Evaluation Officer to ensure that communications outcomes are captured and shared in all reporting.

3. EDUCATION & QUALIFICATIONS

Graduate qualification in journalism, communications, international development, public health or other relevant field.

4. PROVEN ABILITY

Required:
- At least three years’ experience in communications for development and community outreach in international development, humanitarian or health programmes, ideally including communications around complex and sensitive topics.
- Advanced experience in digital marketing and communications, including social media marketing.
- Highly developed knowledge of SRHR, particularly in the Pacific context and experience working in the Pacific Islands region.
- Ability to build capacity of various groups in SRHR and communications and development of SBCC approaches.
- Ability to prepare reports or rationale with respect to key SRHR communication decisions;
- Ability to manage the communication strategy of SRHR programmes in the Pacific including IPPF global communication strategy and formulate new strategies and approaches to SRHR issues and related health areas.

Highly Regarded:
- Experience in website development
- Knowledge of Monitoring and evaluation of communications and SBCC campaigns.
### 5. SKILLS

**Required**
- Strong content development skills including copywriting and editing, graphic design and photography skills.
- Strong written and verbal communications, including negotiation, influencing and cross-cultural skills.
- Project management, financial management, analytical and problem-solving skills, including the ability to think creatively and suggest alternatives.
- Strong organisational, administrative and time management skills.
- Proven relationship building skills and ability to work collaboratively and effectively in cross-cultural settings, and with a wide variety of stakeholders.
- Advanced computing skills in MS Office Suite (Word, Excel, PowerPoint, Outlook).
- Fluent in English.

**Highly regarded**
- Experience in regional programme implementation
- Resource mobilisation experience

### 6. PERSONAL COMPETENCE

- Highly motivated and self-directed.
- Ability to identify priorities and complete tasks effectively under pressure, meeting deadlines.
- Ability to maintain confidentiality.
- Excellent time management and organization of workload.
- Able to work independently and be self-motivated in defining goals and objectives, while also working collaboratively in a team across disciplines and cultures.
- Able to discuss sensitive issues with empathy and consideration of different perspectives.
- Commitment to ongoing learning and quality improvement.
- Reliable, self-motivated and flexible; able to respond to new opportunities
- Commitment to the aims of IPPF.
- Supportive of a woman’s right to choose and to have access to safe abortion services