

Job Title: Specialist - Communication

Location: New Delhi

About the organization:

Ipas Development Foundation has been working in India since 2001 to improve the sexual and reproductive health ecosystem in the country. In close collaboration with the national government and formal partnerships with state governments, we work in communities and with the public health system to enhance access to sexual and reproductive health services, particularly comprehensive abortion care and choice-based contraception. IDF's program currently spans 10 states to include the states of Assam, Bihar, Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Odisha, Rajasthan, Uttar Pradesh, and West Bengal.

Ipas Development Foundation (IDF) has been consistently rated among "India's top 10 NGOs to Work For™" in the last 6 years and "India's Best Workplaces™ for Women" for last 3 years by Great Place to Work Institute. This recognition is a testament of the organization's high-trust, high-performance work culture.

Visit us at: www.ipasdevelopmentfoundation.org

General Description:

Ipas Development Foundation is implementing a project in three states to support improving focus on reversible contraceptive usage among young women, especially in rural communities. The project involves a mix of interventions at the health systems and community level - working closely with the government to enhance family planning services in government health facilities, especially choice, improving awareness on reversible contraceptives, and facilitating behaviour change towards family planning among individuals who have the greatest unmet need.

The Specialist – Communication will be responsible to develop a communication strategy to increase contraceptive uptake by couples in urban & rural geographies. The position will require working with external agencies for design of creatives and those with channel specialization in digital, traditional media, and PR/advocacy to effectively reach the target groups and measure impact of the communication activities/channels. S/he will also need to work closely with the IDF team in the project states to ensure effective implementation of the decided activities.

Duties and Responsibilities:

1. Agency Management:

Identify communication agencies, develop Scope of Work for collaboration with the identified agencies. Ensure that the agency delivers timely output and meets the

expectations in terms of quality of content and high quality communication campaigns (both digital and non-digital) to reach our target audience.

2. **Content Creation and Dissemination:** Lead the creation of multimedia content and their adaption for identified media channels. Guide the agency towards development of communication collaterals. Maintain a repository (creative, collaterals) for referencing and aiding strategic planning.
3. **Develop social/digital media engagement:** Guide the identified agencies towards developing a strong social/digital media engagement strategy. This includes (but not limited to) sharing a project briefing to the agency for their background and mentoring the agency on conceptualization, planning and execution of all digital marketing, including social media, SEO/SEM, email etc. Ensuring social media presence across all channels.
4. **Impact Assessment of the communication channels:** Measure and report performance of all communication campaigns. Have knowledge of relevant metrics for different communication channels and evaluate the performance of digital campaigns on an ongoing basis and undertake mid-course corrections to improve impact and results. Generate weekly, monthly, and quarterly reports detailing campaign progress and results. Utilize strong analytical ability to evaluate end-to-end client experience across multiple channels and touch points.

Qualification and Experience:

- Master's degree in Communication/Digital Marketing/Journalism/Strategic communications & public relations/Advertising and marketing or any relevant field.
- 6-10 years of experience in communications with at least 2-3 years of digital media experience.
- Exposure or experience in Behaviour Change Communication (BCC).
- Up to date with the latest trends and best practices in online marketing and measurement.
- Strong leadership and management skills.
- Good inter-personal skills and ability to interact and collaborate with various stakeholders.
- Ability to think out of the box and come up with creative solutions.
- Experience of managing third party agencies such as advertising firms, PR firms, digital marketing firms etc.

Desirable:

- Experience of working with social development sector on health-related topics.
- Knowledge of digital marketing analytical tools (e.g., Google Analytics/ Social Sprout/ Hootsuite/ NetInsight/ Omniture/ WebTrends/Atlas etc).

To apply:

Interested candidates with relevant experience may e-mail their CV, covering letter (along with current/ last-drawn salary and expected salary) to idf.spcoms@sectoraccess.co.in by **28 February 2023**.

Your CV must be accompanied by:

- A cover letter justifying suitability for the position based on present and past work experience.
- Current/last-drawn compensation and expected compensation.

Please note:

- IDF management reserves the right to modify the contents of this position description at any time.
- IDF is an Equal Opportunity Employer.
- IDF has a Hybrid Work Model.
- IDF's recruitment and selection procedures reflect the organization's commitment to the safety and protection of children in the organization's programs. All employees & consultants are expected to uphold this commitment.
- Women candidates are encouraged to apply.
- Only shortlisted candidates will be contacted.