



**Job Title:** Senior Officer - Communications

**Location:** New Delhi

**Reporting to:** Specialist - Communications

Ipas Development Foundation (IDF) 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 and private health systems to enhance access to sexual and reproductive health services, particularly comprehensive abortion care and choice-based contraception.

Visit us at: [www.ipasdevelopmentfoundation.org](http://www.ipasdevelopmentfoundation.org)

### **Who are we looking for?**

The Senior Officer – Communication will be responsible to ensure that all communication activities and media identified and developed are effectively implemented in the field. S/he will be required to travel to the states to monitor the implementation at the field and identify mid-course correction needs and possible solutions.

We are looking for a dynamic and self-motivated professional with:

#### **Minimum**

- Bachelor's degree in digital media or communications
- 2-3 years of experience in communications particularly in the digital space
- Experience of using website analytics tools
- Strong team player
- 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

#### **Preferred**

- Experience of working with development sector in the area of health.

### **What would you be expected to do?**

- **Communication Development:**
  - Gain thorough insights into ongoing programs to effectively identify and address communication needs.
  - Develop comprehensive creative and media briefs to guide communication initiatives, ensuring alignment with project objectives and target audiences.
  - Collaborate closely with external agencies, providing clear direction and necessary inputs to facilitate the production of high-quality communication materials.
  - Monitor the progress of activities against established briefs, meticulously reviewing all deliverables to ascertain opportunities for enhancing value and impact.

- Conduct thorough evaluations of agency submissions, offering constructive feedback and recommendations for refinements as needed to ensure the delivery of exceptional quality outputs.
- Identify quantity of communication material requirements from state teams and ensure timely procurement and distribution to support program objectives.
- **Digital & Social Media Campaigns:** Support digital initiatives, including rolling out social media campaigns for different projects. Coordinate with agencies and identify appropriate messages/creatives. Establish a systematic mechanism to monitor and evaluate the effectiveness of these campaigns, enabling informed decision-making and optimization of digital outreach strategies.
- **Pre-Testing Communication Materials:** Ensure that the communication materials are pre-tested with the relevant target group and that feedback is incorporated.
- **Monitoring of on-ground implementation:** Monitor and evaluate the performance of all communication campaigns, identify changes that need to be made from time to time, and ensure identified changes are made and effectively implemented.
- **Innovations:** Identify innovative solutions to address communication gaps, track mechanisms, and develop a prototype for field testing.
- **Travel:** Travel to program locations for understanding, pretesting of prepared materials, roll out, and evaluation.

#### **What is it like working for IDF?**

- Thriving work culture
- Rated among India's Best NGOs to work for by Great Place to Work Institute since 2017
- Twice in the elite list of India's Great Mid -size Workplaces.
- Recognized as India's Best Workplaces™ for Women three times in a row.

We are proud of our work culture and strive to remain the best in terms of employee friendly policies and opportunities for learning.

#### **To apply:**

Interested candidates with relevant experience may e-mail their CV and covering letter (along with current/ last drawn salary and expected salary) to [hr-india@ipas.org](mailto:hr-india@ipas.org) by May 31, 2024.

#### **Please note:**

- IDF is an Equal Opportunity Employer.
- 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.
- We follow hybrid model at our Delhi office.