Terms of Reference

Position Title: Consultancy Senior Communications and Media Advisor

Location: International Planned Parenthood Federation Africa Region (IPPF, ARO)

Reports to: Senior Advisor to Regional Director

Duration: 3 months with possibility of extension

Duty Station: Nairobi, Kenya

Background:

The International Planned Parenthood Federation in Nairobi is seeking a Short-term consultant to provide Communications and Media support for IPPF team. The Consultant will be working under the guidance and supervision of the Regional Director.

The consultant is expected to work in close relationship with the communications and advocacy teams in Africa and beyond, and to develop both internal and external strategic communications strategies for the Africa regional office.

Responsibilities may include:

- Develop and start the implementation for a communications strategy (external and internal) and roll out the IPPPFAR Social and Behavior Change Communication Strategy to support IPPF Strategic framework (2016-2022)
- Develop media relations, networks and work towards the public position of IPPF and its mandate; Ensure presence and visibility in social and virtual communication channels in a cost-effective way
- Develop and ensure that communications standards and guidelines are in place across the Africa Region office including branding
- Design and monitor the implementation of communications campaigns, in collaboration with Africa Region program and advocacy departments
- Prepare speeches and media appearances of the Regional Director
- When requested act as a public spokesperson, support the management of crisis communications and ensure that public statements reflect IPPFAR policy and standards
- Develop communication opportunities and materials to support the Regional office communications
- Provide advice, support and tools to the Regional Office and Member associations (Mas) on communications and external relations
- Draft press releases, articles, feature and result stories, and organize for videos and audio stories
- Prepare background information for the management’s public appearances
• Work with heads of departments to develop story ideas for the media
• Work with the Perform unit to develop and regularly update MA profile and MA capability statement
• Develop and introduce innovative communications tools and approaches to Communicate on IPPF SRHR Programmes within Africa Region
• Organize events, including launching reports, knowledge and learning products

Deliverables;
Under the direct supervision of the Senior advisor of the Regional Director:
• complete and implement approved communication strategy
• Produce and disseminate monthly or quarterly newsletters
• Develop creative and impactful communication materials to disseminate and promote the work of IPPF and its member Associations (MAs)
• Develop updated MA profiles and MA capability statement tailored to the audience
• Drive IPPF social media presence
• Assist in the preparation and provide quality assurance for slides, presentation materials, briefing notes, surveys, and knowledge products for internal and external audience
• Support communication team in communicating better tools and services IPPF tools and services
• Submit a comprehensive report, as instructed by the Senior advisor to the Regional Director
• Participate in project meetings, as and when required.

Qualifications:
• Master’s degree in communications, journalism, international affairs, public policy, or other related areas
• A Minimum of 10 years’ experience in relevant professional context – Communications, Advocacy and Public Policy.

Skills needed:
• Deep knowledge of the communication, media and well-developed contacts with media outlets
• Expertise in multimedia production
• Good knowledge of the social media
• Strong organizational and interpersonal skills
• Good organizational and time management skills
• Ability to manage multiple projects and meet deadlines
• Ability to coordinate multiple tasks and complete assignments with tight deadlines
• Ability to think creatively and to share ideas
• Fluency in English and French both written and spoken.

Duration of service:

• The contract will run from 1\textsuperscript{st} June 2020 – 30\textsuperscript{th} August 2020. The consultant should be available to start as soon as possible.

Application process

• To apply, please send a detailed resume, a motivation letter and a financial proposal to; hroffice@ippfaro.org by 31\textsuperscript{st} March 2020.

• Please note that we are unable to respond to applicants who have not been selected for interview.