

## PROPOSED DRAFT

<b>Job Role/Title</b>	Social Media Officer
<b>Division</b>	External Facing
<b>Grade</b>	D
<b>Location</b>	SARO
<b>Responsible to</b>	Comms, Voice & Media Manager
<b>Date</b>	February 2023

### Role Purpose:

To lead, create and manage social media engagement for IPPF South Asia Regional Office across social media channels like Facebook, Twitter, Instagram, YouTube, LinkedIn, and any other social media platforms launched.

IPPF is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all employees, volunteers, contractors and partners to share this commitment.

### Context of Role:

IPPF has embarked on a profound and transformative organizational change journey. IPPF is changing by choice, for choice its governance and operations, focusing on how the Federation can become more member-led, transparent, and learning-focused. So that in the medium and long term, the Federation will be more strategically positioned to respond with agility to the needs of women, girls, and all the people it serves.

The role of Social Media Officer is to support all external communications efforts by the global communications team through our key social media channels (including Twitter, Instagram and Facebook). The role is revised and will build on IPPF's social media following and engagement to build IPPF's profile and key SRHR issues. It's an exciting time to grow our digital ambitions.

The social media professional will provide the voice for IPPF across social channels and opportunities to increase brand exposure for IPPF.

### Role Deliverables:

1. Social Media Management - Manage the social media profiles for - Facebook, Twitter, YouTube, Instagram, and LinkedIn.
2. Content production - Write, create, and implement daily social media posts across channels.
3. Planning and executing social media content on international days, around events at IPPF and Member Associations. This includes creating sexual and reproductive rights sensitive content and co-ordinating with the designer for social media graphics.
4. Content gathering - Liaison with Member Associations at South Asia office to source, create and manage social media content. Be hands on with the material that is being produced in house and has been produced in house to create and use social media content on relevant occasions.
5. Support - work with technical teams, global communication team to create creative communication planning and social media integrations.
6. Reporting - Create and report on key performance indicators on monthly basis.
7. ORM - lead online reputation and manage social media comments.
8. Learning and Development - share daily, weekly, and monthly insights in things that work and does not on social media.

9. GOALS - work towards improving and increasing brand awareness, user engagement, online conversations, and website traffic through social media.
10. Brand health - Ensure proper quality checks in accordance with brand guidelines across social media profiles to ensure consistency and brand adherence across social media channels. Ensure all content is verified and checked for due sources.
11. Relationship management - Develop and lead both existing and new relationships with social media companies like Facebook, Google, etc.
12. Track competition and share comparative analysis.
13. Manage and create social media tool kit for specific campaigns/ member association events/IPPF events.
14. Work on international newsletter, online campaigns with Regional Communication Manager and External Relations Director at SARO.

### **Others**

- To undertake any other reasonable duties as may be requested from time to time.
- Adhere to the safeguarding reporting and monitoring requirements of this role.
- To uphold the values, ethics and culture of the organization and be an ambassador of the organisation.

### **Key Skills/Expertise:**

- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills
- Willingness to travel nationally and internationally, as required.
- Supportive of a vulnerable communities' (including girls, women, transgender, people living with HIV etc.) right to choose and to have access to safe abortion services. This is an occupational requirement of this post in accordance with Schedule 9 Part 3 of the Equality Act, 2010.
- Demonstrate an understanding of and commitment to safeguarding in a local and international context.
- Demonstrates ability and willingness to work in a diverse, multicultural, multilingual and intergenerational environment that is anti-racist and respectful of others
- An intersectional (pro) feminist passionate about sexual reproductive health care rights + justice, including safe abortion
- Supportive of people's rights regardless of sexuality or gender identity/expression and supportive of worker's rights and access to health care in sex work.

IPPF is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all employees, volunteers, contractors, and partners to share this commitment. Anyone employed with IPPF agrees to sign and adhere to IPPF's Code of Conduct and Safeguarding (Children and Vulnerable Adults) Policy.