



DIRECTOR OF COMMUNICATIONS

TERMS OF REFERENCE

Background

IYAFA is a trailblazer in the field of Sexual and Reproductive Health, Rights, Justice (SRHRJ). As one of few global organizations that exist for young people, entirely led by young people, we play a strategic role in elevating the voices of young people. We leverage youth energy, creativity and expertise to improve advocacy and set a fully youth-led agenda. Our values-driven community and geographic diversity position us as a coordinating mechanism for global movement-building in SRHRJ. The basis of our work lies in the fundamental human right of all young people to access their SRHRJ.

The Country Coordinators Programme is a flagship initiative that brings together young human rights defenders from different countries and territories to coordinate advocacy initiatives, projects, campaigns, and other activities in their communities. Country Coordinators are committed volunteers that work to advance SRHRJ and lead their own agenda on the ground. They serve in their capacity for a period of two years. To support them, IYAFA offers an online capacity strengthening program as part of the experience. This program is structured in three modules and includes a series of live discussions and opportunities for interaction. Also, a set of events and activities are planned to provide Country Coordinators with additional opportunities to expand their knowledge and reach.

The Position

We are seeking highly diligent, confident candidates with substantial management experience for the role of Director of Communications. The position comes with great responsibility, as the Director of Communications is accountable for public perception and the communications strategy of the organization. The Director of Communications will lead in the development of marketing and communication strategies, understands the importance of timing and setting, responds to crises and setbacks, oversees comms across the entire organization and ensures that information released is consistent with IYAFA's strategy at large.

Objectives

1. Provide leadership for implementing IYAFP's communications and marketing strategy.
2. Lead the management of IYAFP's communication channels including, but not limited to social media channels, newsletter, and website.
3. Oversee the communications of the entire IYAFP's network, providing support to IYAFP's members in different countries.
4. Oversee IYAFP's brand use and engagement with the media.

Duties and responsibilities

1. Work with key members of the Executive Team to develop and implement effective communication strategies.
2. Manage and improve internal communications channels and systems.
3. Lead on content development for external communications, which includes social media, newsletters, IYAFP website, among other channels.
4. Provide support to IYAFP members and capacity building in terms of branding.
5. Lead internal communications directed to IYAFP members.
6. Support IYAFP members in the use of internal communications channels and platforms.
7. Lead in the development of a marketing and communications strategy.
8. Maintain IYAFP's website.
9. Develop and implement policies and procedures that ensure consistency of voice and brand across all communications channels.
10. Contribute to the ideation, development and implementation of campaigns.
11. Monitor and evaluate the usage and effectiveness of different communications channels, platforms, and propose recommendations for their improvement.
12. Report on the achievement and status of activities to the Executive Team on a regular basis.
13. Provide additional support to the work of the Executive Team as needed.

Reporting

The Director of Communications will report to the Executive Director.

Benefits

- Remote work
- Mostly flexible hours
- Paid position

Qualifications

Essential

- BA/BS degree preferred.
- Sound written English.
- Familiarity with communications tools (Facebook, Twitter, Thunderclap, MailChimp, Instagram, Canva, Adobe and others, to name a few).
- Knowledge of remote working tools (Slack, Monday.com, Google Apps).
- Demonstrated experience working with youth and SRHRJ, including the facilitation of trainings and/or activities targeting youth.
- Experience leading communications campaigns.
- A portfolio of work in communications and SRHRJ.
- Established networks or knowledge of the SRHRJ sector.
- Positive and professional attitude, able to organize, maintain composure and prioritize work under pressure and be able to coordinate multiple tasks and maintain attention to detail.

Desired

- Fluency in French and/or Spanish.
- Advanced degree in communications, marketing, or a related field.
- Previous experience in coordination of volunteers.
- Previous experience conducting online training and capacity building programs.
- Previous remote working experience.

How to Apply

- Fill out this [application form](#).
 - Remember to complete the [assignments](#) with the application. Applications without the assignments will not be considered. Submit one PDF file with both
- Applications will be considered on a rolling basis. The deadline to submit applications is **April 11**.

For any questions, please contact ajarandilla@iyafp.org