

Vacancy Announcement

Job Title: Program Officer (Media Advocacy) – Realizing Commitment for Family Planning
Organization: Population Foundation of India
Location: New Delhi
Duration: One year (Full time) and will be extended subject to satisfactory performance and organizational requirement
Reports to: Joint Director

About Population Foundation of India (PFI)

The Population Foundation of India (PFI) is a national non-government organization at the forefront of policy advocacy and research on population, health and development issues in the country. PFI leads advocacy efforts and works as a think-tank dedicated to promoting and advocating effective formulation and implementation of gender sensitive population, health and development policies, strategies, and programs in the country. Policy advocacy, social and behaviour change communication, community action and knowledge management are some of the key strategies that PFI works on to achieve the organization's goals.

Over the years, PFI has played a catalytic role to address issues relating to gender equality, women empowerment and other social determinants. PFI is committed to serving the economically weak and marginalized sections of society in the high priority districts (HPDs) with poor socio-health-demographic indicators.

Job Summary

PFI is implementing an advocacy project which focuses on advocacy with key influencers including policy makers and media to prioritise Family Planning programme in the Country in line with the national and international commitments for Family Planning. Towards this, PFI is seeking a **Programme Officer**, who will be responsible for taking ahead advocacy with media and key influencers to drive change at the national and sub-national level by identifying and supporting an engaged set of key stakeholders to promote and prioritise family planning within the framework of women's reproductive rights. S/He will be responsible for strategizing, developing content, undertaking media analysis and manage partnership with media partner. S/He will also be responsible for supporting the overall PR activities of PFI.

Key Responsibilities

Media Advocacy

- Support in devising and implementing media strategy
- Undertake relationship building with identified media persons
- Support in drafting media articles and responses

Media analysis

- Responsible for managing partnership with media partner
- Analyze online, print and digital media content to identify and prioritise issues for advocacy
- Develop content for media interaction

Content creation and research activities

- Develop content for advocacy tools based on media coverage
- Support reviewing of communication and advocacy materials including press releases, media advisories, hand-outs, etc.

- Support team in annual reporting

Other activities

- Support the overall PR activities of PFI
- Support in organizing meetings, workshops, dissemination meetings
- Support in follow up activities of all post meeting/engagements
- Any other work mutually discussed and agreed upon with the supervisor

Required Qualifications, Experience and Skills

Educational Qualification

- Master's degree in social science/mass communication/journalism from a reputed educational institution

Work Experience

- At least 4-6 years of experience in media, communication, strategic communication in the development sector
- Understanding of Government health systems at national and state level
- Well versed on health, women's status, family planning, sexual health and rights, and other related issues

Skills

- Excellent writing skills
- Well versed in English and Hindi languages
- Good coordination and prioritizing skills are essential
- Good analytical and presentation skills

Other Requirements

- Team player and flexible about the challenges of working in a fast-paced environment
- Highly organized, with the proven ability to work independently, meet deadlines and maintain consistent attention to detail
- Ease of working with multiple teams, stakeholders, vendors etc

How to Apply

Please send your updated CV with a covering letter describing your suitability for the position to hrpfi@populationfoundation.in latest by June 10, 2018. Please mention the position "**Programme Officer – Media Advocacy**" in the subject line of your e-mail. Only shortlisted candidate will be contacted.