

Job Description:	Media Communication Manager	Responsible to:	Associate Director, Family Planning	
No. of direct reports:	--	Location	New Delhi	
Duration	1 year	Job Function	Research and writing content; media advocacy	
Purpose:	Research, writing, editing and media engagement to deliver PFI's programme advocacy and organizational communication requirements			
RESPONSIBILITIES		KEY PERFORMANCE INDICATORS	REQUIRED SKILLS	
<p>Overall</p> <ul style="list-style-type: none"> Developing media advocacy strategy basis organization's strategy and specific projects objectives <p>Media Engagements</p> <ul style="list-style-type: none"> Writing articles / ops eds on issues relevant to the organization's work Developing press releases and media advisories; and responding to media requests Tracking and documenting media articles on Population Foundation of India and themes related to its work and sharing updates internally with colleagues Maintaining a regularly updated media list (including national and regional media) Use different tools and methods to undertake media analysis to help PFI strategize its media advocacy efforts <p>Knowledge generation and dissemination</p> <ul style="list-style-type: none"> Lead along with Head KM the preparation of speaking points on relevant topics for Executive Director and other SMT members, as and when required 		<p>Communication support across programs</p> <ul style="list-style-type: none"> Providing writing and editorial support to programme teams for communication products and for organizational communication including annual report, programme communications, advocacy briefs and papers, donor reports etc. Support to teams on collecting key stories and information for newsletters and website Travelling to PFI's state offices and other programme locations as and when required for media sensitization visits <p>Corporate Communication</p> <ul style="list-style-type: none"> Support roll out and continued adherence to branding strategy, management of PFI events, support and development of key organisation documents and promotional materials and fundraising materials <p>Fundraising</p> <ul style="list-style-type: none"> Prepare fundraising communication and presentations 	<ul style="list-style-type: none"> Articles, statements and responses researched, authored and published in media Media responses and regular analysis of reports using analytics tools Development of priorities and strategy for media engagement Up-to-date media list <p>COMPETENCIES</p> <ul style="list-style-type: none"> Working together: Is a team player and works closely within the team as well as with cross functional teams Communication Skills: Excellent written and verbal skills to network Responsiveness: Understands the demands of PFI's communication needs and can identify and respond to urgent tasks Willingness to Learn: Continuously works towards improving professional competence by acquiring new skills Delivering Results: Is goal oriented and takes initiative in identifying alternate methods to ensure high quality results. Adaptability and Initiative: Quickly adapts to organizational demands and is open to take new challenges Adherence to Policies: Abides by organisational norms and policies all the time 	<ul style="list-style-type: none"> Degree or equivalent qualification in journalism / Public Relations Past experience of more than 8 years working in editing / reporting roles in media Excellent writing and editing skills in English; proficiency in Hindi is desirable Previous experience in thematic areas of health, women's status, family planning, sexual health and rights, and other related issues would be added asset <p>How to Apply</p> <p>Please send your updated CV with a covering letter describing your suitability for the position to hrpfi@populationfoundation.in till January 15, 2021. Please mention the position "Media Communications Manager" in the subject line of your e-mail. Only shortlisted candidates will be contacted</p>



ABOUT 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 behavior 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.

OUR STRATEGY

Reproductive health and family planning can positively influence and advance the newly laid out Sustainable Development Goals by addressing multiple targets and ushering in an era of development. Access to voluntary family planning has the potential to save lives and help break the cycle of poverty, stabilize population growth and ease the pressure on the environment. It is the most cost-effective development investment.

We believe that health, education and wellbeing of the population is crucial for sustaining just, equitable economic growth and development. For that to happen, change has to happen at three levels – individual, social and systemic or policy levels, ensuring that the country offers a conducive and enabling policy environment for girls and women to claim their rights, agencies of youth to be involved in demanding and supporting efficient and accountable governance and informed policy makers to inspire a vibrant future. PFI will act as a catalyst, a facilitator to offer compelling evidence based scholarship, thought leadership and convention inform, inspire and initiate actions that will contribute to and strengthen our national plans and priorities. We will realize our mission by building leadership and public accountability, influencing social norms, reframing public discourse and collaborating with national and global initiatives in population studies and family planning. We believe that our mission will significantly contribute to India's commitment to achieving Sustainable Development Goals and FP2020 targets.

OUR VALUES

MUTUAL RESPECT	EQUITY AND JUSTICE
INTEGRITY	WOMEN'S RIGHTS
COURAGE OF CONVICTION	INDEPENDENCE
CORE VALUES	HUMILITY

OUR MISSION

To advance gender-sensitive, rights based population and family planning policies and actions for a just, equitable and prosperous society.

STRATEGIC OBJECTIVE 1

To advance family planning and reproductive health as drivers of individual rights

- Girls and women are able to take informed choices for exercising their bodily rights without fear or inhibition
- Young people and women are able to access to high quality and affordable family planning services and reproductive health care

STRATEGIC OBJECTIVE 2

To position family planning and population measures as critical drivers of sustainable growth and development in India

- Family Planning and women's rights are national priorities that help realize higher growth and sustainable development.
- Strong rights based policies, adequate budgets and efficient public institutions help build and sustain quality of life and wellbeing.

STRATEGIC OBJECTIVE 3

To ensure family planning and reproductive health becomes drivers of youth leadership for social transformation at scale

- Gender sensitive family planning and reproductive health rights and services form the fulcrum of all social development plans and actions
- Young people, particularly among women, are leading grassroots transformation towards a just and equitable social system

OUR APPROACH

ADVOCACY:

Global thought leadership, high quality evidence-based narratives to inform and inspire law makers for comprehensive family planning and reproductive health policies; shaping family planning discourses within sustainable

BEHAVIOR CHANGE:

Utilize power of technology and new-age media platforms targeted intervention on reproductive health education and gender sensitive behavior, attitudes and practices of the society, particularly young people

ACCOUNTABILITY:

Promote agency of youth, particularly girls and women, within community led participatory governance initiatives to enhance efficiency and accountability of public systems and delivery services