

Job Description:	Specialist - RCFP	Responsible to	Associate Lead Family Planning
No. of direct reports:	1	Location	Delhi
Duration	One Year	Job Function	Project Management

Purpose: Providing technical, managerial, monitoring support to the project, besides building and sustaining strong relationships with key opinion leaders

RESPONSIBILITIES

Implementing the advocacy and engagement strategy

- Support the development of advocacy objectives and operational plans to deliver on project outcomes as per donor commitments
- Cultivate linkages and lead the engagement with key opinion leaders (KOLs), government representatives for advancing issues related to family planning
- Analyze the interactions by the KOLs on FP in various fora including the Parliament/media
- Plan and implement key advocacy events for project
- Conduct regular environmental scanning to identify emerging opportunities for advancing advocacy issues
- Keep the organization informed of changes in the policy landscape both national and global which could influence and inform advocacy at national level.

Media Engagement & Events

- Identify issues for media advocacy, including social media in line with the program objectives
- Identify issues that could be developed into articles/Opeds/SM posts for placement
- Support the Communications team with content in developing media pieces/SM content to be placed with publication houses/SM handles
- Work with the knowledge management team to develop media and knowledge products as per advocacy asks and changes in the external environment
- Support the planning and dissemination of evidence/knowledge products with KOL
- Documentation of the project outcomes on advocacy and engagement with KOL and other stakeholders
- Disseminate communications and outreach materials such as op-eds, briefs, policy documents, newsletters, infographics, websites, and social media in close coordination with Communications department

Project Management

- Support the development of annual work plan and budgets
- Ensure timely deliverables of the project outcomes in coordination with the team
- Ensure timely development of monthly and annual reports and other updates
- Coordinate with Admin team on issuing RfPs and vendor contracts/agreements and tracking their delivery

KEY PERFORMANCE INDICATORS

- Successful implementation of advocacy and engagement strategy
- Managing relationships with partner organizations
- Developing content and supporting relevant media activities
- Smooth coordination with support teams (Comms, Knowledge Management, Finance, Admin, Business Development)

COMPETENCIES

- **Working together:**
Team player; 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 organization 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

REQUIRED SKILLS

Educational Qualification:

Master's degree in social/ behavioral sciences, health or development field from a recognized university

Work Experience:

- 5-7 years of experience in advocacy with stakeholders including elected representatives, government representatives, and media at national and sub national level
- In-depth knowledge of advocacy in family planning programmes in the development sector
- Understanding of Government health systems at national and state levels
- Well versed in health, women's status, family planning, sexual health and rights, and other related issues.

HOW TO APPLY

Please send your updated CV with a covering letter describing your suitability for the position to hrpfi@populationfoundation.in latest by May 20th, 2022. Please mention the position "Specialist-RCFP" in the subject line of your e-mail. Only shortlisted candidates will be contacted

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\