

Job Framework

Position Title	Advocacy and Communications Officer
Level	V (General)
Reporting To	Manager (Program Operations and Communications)
Number of Position	01
Location	New Delhi

Background

The Organization is a leading Indian Non-Governmental Organization working since 2009 to enable women and girls to exercise their reproductive rights and choice. The Organization is an affiliate of **MSI Reproductive Choices**, a global organization providing personalized contraception and safe abortion services to women and girls across 37 countries. The high-quality services we provide, give a woman the power to choose if and when she has children so that she’s free to pursue her plans and dreams for herself and her family. Our mission is **“Your Body, Your Choice, Your Future”**.

The Organization is the No. 1 non-governmental provider of Clinical Family Planning services. We provide quality family planning and safe and legal abortion services to women in need, through multiple channels that comprise of our own clinics, clinical outreach teams and public sector support to Government facilities. We are currently working in the states of Rajasthan, Madhya Pradesh, and Uttar Pradesh in Public Private Partnership with the respective state governments. In 2024, our teams directly provided family planning choices and quality services to over 138,000 clients that delivered a Couple Year Protection (CYP) of over 1.76 million.

The Organization also implements advocacy projects to advance sexual and reproductive rights in the country. It currently hosts the secretariat for the **Pratigya Campaign for Gender Equality and Safe Abortion**, a cornerstone in advocating for women’s rights to safe and legal abortion services across India. Launched in 2013, Pratigya is a network of over 120 individuals and organisations working towards protecting and advancing women’s rights and their access to safe abortion care in India, working with governments, organisations and media at the national and state levels.

It is a role requirement that the job holder must fully comply with, promote, and live **The Organization’s CORE VALUES**.

Mission driven	Client Cantered	Accountable	Courageous	Resilient	Inclusive
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We recruit talented, dynamic individuals with diverse backgrounds who share our mission and are focused on delivering measurable results. It’s important that our team members truly resonate with our values and demonstrate them consistently, in all that they do. As an equal-opportunity employer, we are committed to fostering an inclusive workplace where everyone can participate and contribute meaningfully. We value the commitment of promoting equality and safeguarding the welfare of the team members, clients, and children.

JOB SUMMARY

The Organization is looking for a proactive Advocacy and Communications Officer to lead advocacy efforts and external communications. The role focuses on stakeholder engagement, policy advocacy, and strengthening networks for reproductive health and rights. Key responsibilities include organizing multi-stakeholder consultations, workshops, and capacity-building initiatives. The officer will develop advocacy materials to inform and influence decision-makers. Managing social media and media advocacy is a crucial part of the role, including creating compelling content and executing strategic campaigns to raise awareness of reproductive rights. The officer will also support the Pratigya Campaign Secretariat by leading digital and media initiatives, convening key meetings, and amplifying advocacy

efforts. The ideal candidate should have experience in policy advocacy, stakeholder coordination, content creation, social media management, and media engagement. They must be able to work both independently and collaboratively in a fast-paced environment. This is an exciting opportunity for professionals passionate about reproductive health and rights to contribute to impactful advocacy and communications initiatives.

KEY RESPONSIBILITIES

Advocacy and Stakeholder Engagement (50%)

- Coordination with external stakeholders (government officials, civil society organizations, professional medical bodies, development partners and donors)– organize and facilitate meetings, consultations, and follow-ups with stakeholders.
- Facilitate multi-stakeholder consultations and high-level advocacy meetings and workshops to build consensus and drive policy change.
- Organize and coordinate workshops, sensitization sessions, and training programs for pharmacists, frontline health workers, and adolescents to strengthen knowledge and advocacy efforts.
- Support in building and maintaining relationships with civil society organizations, technical working groups, and other key stakeholders to foster collaboration and strengthen advocacy networks.
- Develop policy briefs, reports, and other advocacy materials to support policy engagement and awareness-building efforts.
- Monitor policy developments and regulatory changes related to MA drugs, safe abortion services, and adolescent sexual and reproductive health to inform advocacy strategies.
- Support research and analysis on legal, regulatory, and health system barriers to reproductive health access, contributing to strategic advocacy planning.
- Coordinate with field teams and supporting day-to-day program operations across intervention states.
- Contribute to the development and implementation of efficient monitoring and evaluation (M&E) and reporting systems, ensuring regular updates to templates in collaboration with M&E and field teams.
- Manage knowledge-sharing initiatives by tracking and disseminating new research findings in relevant domains.

External Communication (40%)

- Support media and communications advocacy, including developing social media campaigns, collaborating with Digital and Media agencies, and publishing opinion pieces to influence public discourse on reproductive rights.
- Conduct field visits to document case studies, stakeholder perspectives, and implementation challenges, ensuring evidence-based advocacy.
- Develop reels, short videos, and static posts for social media platforms.
- Manage the social media accounts for organization and Pratigya Campaign.
- Design and produce promotional materials such as posters, flyers, newsletters, and mailers.
- Ensure timely updates to the organization and Pratigya Campaign websites.
- Coordinate with field teams to collect and curate case studies, photos, and success stories for various platforms.
- Oversee the organization's brand library and photobank, ensuring regular updates and proper maintenance.
- Assist in developing and implementing marketing strategies for clinics and services.

Donor Relations and Fundraising (10%)

- Maintain a donor reporting tracker and coordinate with various teams to gather data and insights for reporting purposes.
- Support in donor reporting at regular intervals.
- Research and establish linkages with potential donors/corporates. Share new ideas to develop communication products to engage with them.
- Support in proposal development and external communication as required. It would also include creating engaging brochures, presentations and field-based case studies for donor and partner engagement.

QUALIFICATION AND EXPERIENCE

- Master's degree in Public Policy, Social Sciences, Public Health, Mass Communication, Journalism or a related field.
- Minimum 5-6 years of experience in advocacy, communication, public policy, or related areas, preferably in reproductive health, gender equality, or public health.
- Strong understanding of policy-making processes and government structures in India.
- Prior experience in developing content and managing social media is a must.
- Experience in media advocacy and social media campaigning.
- Experience in coordinating multi-stakeholder consultations, workshops, and advocacy campaigns.
- Ability to work independently and collaboratively in a dynamic environment.
- Proficiency in graphic design tools (such as Adobe Photoshop, Illustrator, InDesign, Canva, or CorelDRAW) is a must.
- Experience in video editing and producing short content for social media platforms is desirable.

SKILLS AND COMPETENCIES

- Excellent verbal and written communication skills in English and Hindi.
- Advanced proficiency in MS Office and social media platforms.
- Strong organizational and project management skills with the ability to handle multiple tasks and meet deadlines.
- Creative and innovative mindset with a keen attention to detail.
- Exceptional interpersonal skills with the ability to collaborate effectively in a team environment.
- A go-getter with a resourceful approach to problem-solving and task management.
- Strong ability to learn quickly, adapt to new challenges, and continuously improve.
- Proactive and self-motivated with a passion for achieving impactful results.

Interested candidate please send your cv at:

contact@pmspl.net.in