



<b>Job Description:</b>	<b>Social Media Officer</b>	<b>Responsible to:</b>	Sr. Manager - Communications
<b>No. of direct reports:</b>	--	<b>Location</b>	New Delhi
<b>Duration</b>	1 year	<b>Job Function</b>	Social media content & strategy development
<b>Purpose:</b>	Developing content and social media strategies and regular analysis of PFI's online properties to align with outreach and communication priorities		
<b>RESPONSIBILITIES</b>	<b>KEY PERFORMANCE INDICATORS</b>	<b>COMPETENCIES</b>	<b>REQUIRED SKILLS</b>
<ul style="list-style-type: none"> <li>• Support the development of a "Social Media Strategy" for PFI</li> <li>• Develop medium- specific strategies for promotion</li> <li>• Use medium- specific analytics to tailor content for social media</li> <li>• Track social media conversations on PFI messages</li> <li>• Manage and coordinate with social media agencies/vendors for deliverables as per contracts</li> <li>• Regular updates and posting on social media channels, as per approved schedule</li> <li>• Content creation: Researching and developing content for use on social media channels of PFI and affiliated properties.</li> <li>• Content curation for social media</li> <li>• Support in photo and video documentation for PFI events</li> <li>• Providing writing and editorial support to the Communication and programme teams for ongoing products and for organisational communication</li> <li>• Support in other communication tasks, as and when required</li> </ul>	<ul style="list-style-type: none"> <li>• Increased post reach and engagement on all social media channels</li> <li>• Increase in number of followers and likes</li> <li>• Secure verified status for PFI on social media channels</li> </ul>	<ul style="list-style-type: none"> <li>• Responsiveness: Understands the demands of PFI's communication and social media needs and can identify and respond to urgent tasks</li> <li>• Willingness to Learn: Continuously works towards improving professional competence by acquiring new skills</li> <li>• Delivering Results: Is goal oriented and takes initiative in identifying alternate methods to ensure high quality results.</li> <li>• Adaptability and Initiative: Quickly adapts to organizational demands and is open to take new challenges</li> <li>• Adherence to policies: Abides by organisational norms and policies all the time</li> </ul>	<ul style="list-style-type: none"> <li>• Degree or equivalent qualification in English Journalism/ Mass Communication/ Digital Media</li> <li>• Previous experience of working on social media analytics tools and strategies</li> <li>• Experience of at least 2 years in writing and content development for different social media channels</li> <li>• Good knowledge of design softwares like InDesign, Photoshop, Illustrator, GIF creation softwares</li> <li>• Ability to use editing softwares like Final Cut Pro, Audition, iMovies, Premier, etc. will be an added advantage</li> </ul>
			<b>HOW TO APPLY</b>
			Please send your updated CV with a covering letter describing your suitability for the position to <a href="mailto:hrpfi@populationfoundation.in">hrpfi@populationfoundation.in</a> latest by September 23, 2018. Please mention the position "Social Media Officer" 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