

Job Description:	Lead – Technology & Communications	Responsible to:	Executive Director				
No. of direct reports:	3-4	Location	Delhi				
Duration	2 years	Job Function	Technology & Communications				
Purpose:	To provide strategic inputs to strengthen and manage all aspects of Technology & communications and lead function of PFI.						
<table border="1"> <tr> <td style="vertical-align: top;"> <p>RESPONSIBILITIES</p> <ul style="list-style-type: none"> Develop and drive a multi-channel comprehensive communication strategy and plan to meet institutional objectives Strengthen and manage all program related to technology, digital & social media across all programs Supervise SBCC and communication campaign programmes of PFI; facilitate agreements and monitor activities of various agencies to ensure quality of deliverables; ensure absorption of project expenditures along with Finance team Identify independent funding opportunities, contribute towards conceptualizing & writing of funding proposals; facilitate relationships/partnerships with various organizations, individuals, donors and other relevant stakeholders. Guide and supervise execution of organization branding strategy & communication plan Design & develop key organizational documents like Annual report, brochures, promotional materials, corporate presentations Maintain PFI’s website and ensure timely updates. Build strategic and technical partnerships, improve visibility of EDUCATELY portal among educational institutions and teaching community, and offtake of the EDUCATELY products among the target beneficiaries. </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> Oversee all engagements pertaining to PFI’s technology initiatives (SnehAI chatbot, FP microsite) and build a strategic plan for scale up and sustainability Oversee PFI’s media engagement efforts in consultation with Senior Manager, media engagement Represent PFI in external meetings and events as a subject expert; Ensure compliance with the organization’s internal policies and procedures and maintain confidentiality. Manage internal systems and procedures to ensure efficiency and effectiveness of programs to deliver well planned, coordinated, timely, high quality and impactful results Lead and Guide a team of professionals in representing PFI to its stakeholders Any other mutually agreed task assigned by Executive Director. <p>Key Performance Indicators:</p> <ul style="list-style-type: none"> Develop & implement strategies to increase PFI’s visibility SBCC/media communication components in all programs are successfully completed as per program timelines </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> Branding guidelines for PFI are institutionalized and adhered to. Organizational communication including annual reports, brochure, website, social media engagements etc. are produced timely and of high quality. PFI’s increased visibility across digital platforms and in relevant national and international events related to communication campaigns and SBCC. <p>COMPETENCIES</p> <ul style="list-style-type: none"> Working together: A team player and works closely within the team as well as with cross functional team. Communication Skills: Excellent written and verbal skills to network Responsiveness: Understands the organization needs and can identify and respond to urgent tasks Willingness to Learn: Continuously works towards improving professional competence by acquiring new skills. </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> 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. <p>REQUIRED SKILLS</p> <ul style="list-style-type: none"> Master’s degree in Social Sciences or any other discipline with additional qualifications in Communication At least 10-15 years of experience in communication. Knowledge of Social Behavior Change Communication theory and practice preferred. Excellent interpersonal skills and collaborative management style Strong leadership track record to manage junior to mid –level employees <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 latest by October 20, 2023. Please mention the position “Lead – Technology & Communications” in the subject line of your e-mail. 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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