

Job Framework:

Head of SBC and Inclusion



General role information

Job Title:	Head of SBC and Inclusion
Reporting to:	Director of Marketing and Innovation
Salary Band:	BG10
Notice period:	3 months
Budget Responsibility?	Y
Direct Reports?	1

Introduction:

MSI Reproductive Choices is one of the world's leading providers of sexual and reproductive healthcare. We believe that everyone should have the right to choose. From contraception to safe abortion and life-saving post-abortion care, we are committed to delivering compassionate, affordable, high-quality services for all.

Today, our organisation has over 9,000 team members working in 37 countries across the world. Our success lies in the fact that MSI teams are locally led, entrepreneurial and results-driven, and are passionate about delivering high quality, client-centered care in their own communities. As a social business, we focus on sustainable delivery, efficiency, and funding models that are built to last, so that the women and girls we serve today will have a choice in the future too.

We know that access to reproductive choice is life changing. For some, it can mean the ability to complete an education or start a career. For others, it means being able to look after the family they already have. For everyone, it means the freedom to decide their own future, creating a fairer, more equal world.

The role

The Head of SBC (Social and Behaviour Change) and Inclusion is a critical technical leadership position that supports country programmes to design solutions that improve attitudes, support for and uptake of sexual and reproductive health services across communities. This includes guiding and building capacity in user-centred design principles to ensure projects are inclusive and responsive to the needs of the audience. It also means incorporating best practice to create programming that is gender transformative and equitable. This role will be focused on the "Leaving No One Behind" Pillar of the MSI 2030 strategy with a special focus on reaching key populations and vulnerable groups including adolescents, people living with disability and people in extreme poverty.

This role will also be responsible for coordinating with donor teams and supporting programmes to ensure completion of key donor deliverables related to SBC and GESI (Gender Equality and Social Inclusion).

The Global Marketing & Innovation Team (GMT) purpose is to support design of marketing and behaviour change programming informed by user insights and best practice to overcome behavioural barriers to

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access of sexual and reproductive health services. We work across the entire client journey to support countries in building awareness, intention, uptake and satisfaction with services received. Our SBC and inclusion team focuses on supporting programmes to address negative social and gender norms and design collaborative strategies for sustainable demand at national, community, interpersonal and individual levels. We support the documentation and dissemination of best practice and innovative examples, ensuring that MSI thought leadership and success in SBC is represented and shared effectively both internally and externally.

Key Responsibilities

Lead on the strategic development of social and behaviour change programming with country programmes to drive global and local health impact, ensuring an enabling environment and growth in women seeking SRH services (45%)

- Lead the design of community engagement and partnerships and behavioural change initiatives with country programmes in donor proposals and during inception for key strategic projects.
- Translate SBC learnings into operational best practices which are documented and shared internally; represent these successes in conversations with donors and other external stakeholders.
- Lead on partnerships and contracts with external consultants, SBC partners and other relevant consortium partners to develop, finalize and agree on evidence-based behaviour change and communication campaigns and materials, as well as establish criteria for how the success of activities will be measured against specific KPIs or behaviour change indicators.
- Provide thought leadership and guidance around the design and measurement of normative and gender transformative programming, collaborating with the donor, regional and Evidence and Impact team to document case studies and success stories.
- Interact with senior stakeholders, internally and externally, in meetings, conferences and working groups, to demonstrate MSI's SBC thought leadership.

Lead and embed user-centred design into MSI ways of working, strengthening capabilities in insight gathering, design thinking, rapid prototyping and adaptive programming to demonstrate and encourage innovation in SBC (20%)

- Support and embed client-led design thinking across the organisation, specifically working with country marketing colleagues
- Support the development and evolution of client journeys, including the co-creation and testing of new approaches.
- Work with the Safeguarding team to ensure ethical design of innovation approaches, and that potential harms are fully evaluated.

- Build capacity on user-centred design across the organisation, providing senior mentorship to designers and evaluators on effective approaches.
- Participate in relevant sector meetings on user-centred design, stay abreast of developments and learnings and share MSI resources and case studies externally.

Lead on ensuring that Gender Equality and Social Inclusion (GESI) principles are integrated into MSI design and programming and documented for wider sharing (20%)

- Ensure Gender Equality and Social Inclusion principles are integrated into programming and collaborate with technical leads to embed gender-transformative improvements in service delivery and work with donor teams to ensure that reporting is capturing the impact appropriately.
- Oversee and support the rollout of global tools and training for GESI programming, including soliciting feedback for continual improvement.
- Advocate and collaborate internally with key teams and technical leads (medical, operational, pillar directors) to implement and embed improvements in SBC and service delivery to reflect GESI principles.

Represent MSI's best practice approaches and examples to donors and external stakeholders and coordinate with internal donor teams to ensure that all promised deliverables related to SBC are completed on time and with quality (15%)

- Represent MSI as a focal point on SBC, GESI and adolescent programming in internal and external conversations, including participation in relevant working groups, webinars, workshops or conferences
- Coordinate cross-functionally to ensure the quality delivery of key donor asks relating to SBC or GESI
- Maintain relationships with key donor leads within MSI, to ensure expectations and planning related to donor deliverables are up-to-date.
- Lead on updates to key best practice approaches within MSI, incorporating both internal learning and external best practice.

Key Skills

To perform this role, it is essential that you have the following skills:

- **Good strategic thinker:** able to pull together persuasive strategy and concept notes to convince others on the soundness of MSI digital strategy
- **Strong technical experience** with a commitment for delivering the best possible client care
- **Strong people leadership and influencing skills:** ability to quickly and effectively build relationships and establish high degree of trust & respect with multiple client and third-party stakeholders
- **Excellent communicator – verbal & written** – the ability to engage, empathise and convince variety of stakeholders at all levels have confidence in facilitating internal / external and client workshops

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- **Very strong analytical & evaluation skills** ability to translate data into insights into action and show others how to effectively utilise client insights. Ideally trained in Human Centred Design techniques
- **Excellent team management skills** – can build, motivate and champion successful teamwork
- **Strong prioritisation** and organisational skills
- **Innovative and creative** in looking for solutions to meet needs of clients, providers, donors & MSI team.

Key Experience

To perform this role, it is essential that you have the following experience:

- Deep & wide experience in SBC programming across a range of markets and contexts
- Demonstrable experience and leadership in user-centred design, including research & insight methodologies, ideation and prototyping
- Understanding of GESI principles, including experience with design and measurement of gender-transformative programming
- Demonstrated experience of leading change initiatives by motivating teams & fostering a positive culture and delivering results
- Have a strong track record of team and project leadership
- Good practical experience of influencing stakeholders not under your direct management

Formal Education/qualification

- **Degree level education/ post-graduate qualifications or equivalent. Ideally Communications, Life science, Public Health, Business, Marketing**
- **Proficiency in French desirable but not required**

Our Values

Mission Driven: With unwavering commitment, we exist to empower women and men to have children by choice not chance.

Client Centred: We are dedicated to our clients and work tirelessly to deliver high-quality, high-impact services that meet their individual needs.

Accountable: We are accountable for our actions and focus on results, ensuring long term sustainability and increasing the impact of the Partnership.

Courageous: We recruit and nurture talented, passionate, and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.

Resilient: In challenging situations, we work together and support each other, adapting and learning to find solutions, whatever we're up against.

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Inclusive: We believe that diversity is a strength. We all play our part in creating a culture where every team member can thrive, feel valued and contribute meaningfully to our mission, and where all our clients feel welcome and supported.

By signing below, you indicate that you have read and agree to this job framework.

Full Name:

Signature:

Date:

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