Job Framework:

Social Media Officer

General role information	
Job Title:	Social Media Officer
Reporting to:	Head of Content & Communications
Salary Band:	BG6
Notice period:	1 month
Career Band:	BG6
Budget Responsibility?	N
Direct Reports?	N
Client facing role?	N

Introduction:

MSI Reproductive Choices is a global charity working across 36 countries to provide and advocate for reproductive choice.

We are one of the world's leading providers of sexual and reproductive healthcare, and we believe that everyone should have the freedom to make decisions about their own bodies and futures, through access to abortion, contraception and post-abortion care.

MSI Reproductive Choices is seeking a creative Social Media Officer to help grow our online presence, including through short-form video content for campaigns and fundraising. This is an exciting opportunity for someone passionate about reproductive rights, social media trends and storytelling to join our global organisation, working with colleagues around the world to create engaging and inspiring content.

The role

The Global Communications and Marketing function leads MSI's communications and marketing activity globally, at a corporate level, building awareness of our brand and cause, and supporting fundraising. We engage with key audiences through media relations, PR, and digital communications, including social media, SEO / GEO content, paid campaigns, email marketing and internal communications, to build engagement and drive action via our digital, paid and earned channels.

The Social Media Officer will play a key role within the team, helping to bring MSI's stories and data to life through engaging and effective social media content. The Social Media Officer will support with the day-to-day management of our social media channels and develop engaging content, with a focus on short-form video content explaining our issues, and profiling our frontline teams and experts. By jumping on digital trends and connecting our issues with timely news moments, the Social Media Officer will help MSI get in front of new audiences and grow engagement with our reproductive rights' campaigns and impact-led storytelling. The role will also support MSI spokespeople, team members and programmes around the world, to use social media for engaging user-generated and employee-generated content.

All MSI Reproductive Choices job framework is subject to a language neutrality test prior to approval and we're always looking for new ways to make our recruitment process as fair and unbiased as we can. If you'd like to provide feedback on MSI Reproductive Choices recruitment process, please do so via email to recruitmentinbox@msichoices.org

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Key Responsibilities

The role will include the following:

- Working as part of the global communications team, the role will create opportunities through social media to build support for sexual and reproductive health and rights, and position MSI as a leading global voice for reproductive choice, as well as wider global health and charity impact
- Working closely with the Digital Marketing & Communications Advisor on the day-to-day management of MSI's social media channels (Instagram, LinkedIn, Facebook, Bluesky, and potentially TikTok), generating new and engaging content ideas, developing content and videos, and writing compelling captions and calls-to-action
- Taking a leading role on the creation of short-form video content including face-to-camera explainers to help communicate our issues to a broad audience, as well as developing engaging videos to profile MSI's spokespeople and the work of our frontline healthcare teams
- Support the expansion of MSI's online presence with a focus on short-form video content, exploring the use of new channels such as TikTok
- Partnering with MSI's communications and marketing teams around the world to uplift engaging content from MSI's 36 country programme teams and support their creative content production
- Monitoring and supporting employee use of social media, including supporting the creation of employee-generated content
- Working closely with the Digital Marketing and Communications Advisor to create high-quality branded content including infographics, explainers and videos, for use on organic and paid social media channels, using tools such as Canva and CapCut
- Working closely with the Head of Content and Communications and the Digital Marketing and Communications Advisor on our content schedule and a dashboard tracking results and reach
- Engage in social listening to remain up-to-date on our country programmes' social media content, as well as the latest trends and content opportunities that we could utilise.

Key Skills and Experience

To perform this role, it is <u>essential</u> that you have the following skills:

- 2+ years of experience in managing social video platforms (Instagram Reels, YouTube, TikTok)
- Experience creating and editing engaging short-form video content, with tools like CapCut
- Strong understanding of platform-specific algorithms and trends
- Excellent copywriting skills with a natural, conversational tone
- Creative thinker with a passion for social media and storytelling
- Data-driven approach with experience using platform analytics tools
- A good design-eye, with experience in crafting engaging, accessible and informative content, including visual content using design tools such as Canva
- Strong interpersonal skills, and the ability to work authoritatively, knowledgeably and confidently with external stakeholders and colleagues at every level of the organisation

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- Outstanding organisational skills, including the ability to use initiative, prioritise workload and work under pressure to meet tight deadlines
- Ability to work in a diverse and inclusive environment, respecting and collaborating with all individuals equally, and with a commitment to overcome bias and prejudice

Formal Education/qualification

- No formal educational requirement, qualification through experience is sufficient for the role

Personal Attributes

We recruit talented, dynamic people with diverse backgrounds and experiences, all united by a belief in our mission and a focus on delivering measurable results. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, curious, resilient, and solutions-oriented, and be committed to promoting equality, and safeguarding the welfare of team members and clients alike. These personal attributes are considered **essential:**

- Pro-choice
- Team player
- Commercially aware
- Culturally sensitive
- Professional
- Able to work under pressure
- Positive attitude
- Proactive
- Willing to support on reasonable out of hour requests, for example, if facing an urgent comms issue.

Our Values

Mission Driven: With unwavering commitment, we exist to empower people 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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