



**International  
Confederation  
of Midwives**

Strengthening Midwifery Globally

## **International Confederation of Midwives (ICM) Job Vacancy**

### **Position Overview**

- **Position title:** Communications and Advocacy Associate
- **Location:** remote
- **Time commitment:** full-time

### **About the International Confederation of Midwives**

Founded in 1922, The International Confederation of Midwives (ICM) is an accredited non-governmental organisation that represents midwives' associations worldwide to achieve common goals in the care of mothers and newborns. Currently, there are 143 ICM member associations in 124 countries. For more information about ICM visit [internationalmidwives.org](http://internationalmidwives.org)

### *Our Vision*

ICM envisions a world where every childbearing woman has access to a midwife's care for herself and her newborn.

### *Our Mission*

To strengthen Midwives Associations and to advance the profession of midwifery globally by promoting autonomous midwives as the most appropriate caregivers for childbearing woman and in keeping birth normal, in order to enhance the reproductive health of women, and the health of their newborn and their families

### **Role Specific Responsibilities**

#### *General Responsibilities*

- Support the Communications Lead and Advocacy Lead in delivering high-quality communications materials: social media and website content, public relations documents, events, etc.
- Support with quality control of external and internal-facing communications, publications and digital content (social media, website, press releases and newsletter)
- Support with the development of the ICM annual communications plan
- Support the Membership Coordinator in communicating updates to ICM Midwives' Associations and pinpointing opportunities to improve engagement with members
- Analyse success of communications activities according to key performance indicators, and feedback to the Communications Lead and Advocacy Lead
- Support with the development of briefing notes, speaking notes and presentations

### *Digital Media*

- Help to coordinate and create stand-out digital marketing campaigns to promote ICM's different service areas e.g. through the use of compelling content, email marketing, videos, webinars, infographics and photography
- Update the ICM website with current information related to industry news, events, projects and services

### *Media Relations*

- Proactively reach out to the media, pitching news stories
- Develop media talking points for ICM Board and senior leadership team
- Draft op-eds on behalf of ICM's midwife and senior leadership team and copy edit key editorial pieces

### *Event Support*

- Support the Communications Lead to develop and execute in-person and digital events, including the International Day of the Midwife
- Support the Advocacy Lead to deliver advocacy training sessions to ICM Midwives' Associations
- Coordinate/assist conference managers with the ICM Triennial Congress, diverse regional conferences, including planning workshop sessions and preparing speakers

### *Graphic Design*

- Design graphics on InDesign and Canva to correspond with public-facing messages

### *Partner Relations*

- Work with advocacy consultants, partners and coalitions on the development and execution of communications strategies and deliverables
- Collaborate with industry partners and funders on events, campaigns and publications

## **Education & Qualifications**

- Educated to degree level or equivalent in communications or journalism programme.
- Two years or more proven working experience in a communications and/or advocacy role(s)
- Basic graphic design skills are essential
- Fluency in English is essential
- Experience within a global human rights organisation is highly desirable
- Ability to speak Spanish and/or French is desirable
- Ability to work remotely

## **How to Apply**

Please submit a cover letter, CV and three writing samples to [communications@internationalmidwives.org](mailto:communications@internationalmidwives.org).

We request that you submit your application on or before 8 February 2021.