COMMUNICATIONS LEAD

POSITION DESCRIPTION

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 women and in keeping birth normal, in order to enhance the reproductive health of women, and the health of their newborn and their families.

Purpose and Scope of the Position
The Communications Lead sits within ICM’s Advocacy and Communications team and is responsible for ensuring that ICM successfully leverages its communications channels to deliver on its Triennial Strategic Plan.

Role Specific Responsibilities
Reporting to the Head of Advocacy & Communications, the position holder will be responsible for:

- Delegating tasks to junior team members, reviewing and approving content they develop
- Quality control of all content on ICM external facing communications, publications and digital platforms (regularly: social media, website, press releases and newsletter; occasionally: reports, brochures and other materials), ensuring that they reflect ICM’s priorities, policies and standards
- Creating the ICM annual communications plan and participating in the creation of the A&C annual operational plan
- Developing the International Day of the Midwife plan annually alongside the Head of Advocacy and Communications and with approval of the Leadership Team
- Analysing success of content according to performance indicators and feedback to the Communications and Advocacy and Leadership Teams, as well as inputting these in Annual and Triennial Reports
- Proactively monitoring social and digital media to identify opportunities for growth or campaigning opportunities
- Contributing to the creation of content strategy helping to identify the most compelling ‘stories’ and most effective ways of communicating our work via digital channels
Helping to co-ordinate and create stand-out digital marketing campaigns to help promote ICM’s different service areas e.g. through the use of compelling content, email marketing, videos, podcasts, infographics and photography

Proactively reaching out to the media, pitching news stories

Building strong relationships with journalists and other media platforms

Overseeing the ICM website including content development

Developing and managing event preparation and talking points for ICM Board and Leadership Team

Developing op-eds and support drafting and copyediting for key editorial pieces

Working with advocacy consultants, partners and coalitions on the development and execution of communications strategies and deliverables

Coordinating / assisting conference managers with the communications components of the ICM Triennial Congress and regional conferences, as well as stakeholder events, including planning plenaries, workshop sessions and speaker prep

Collaborating with all members of the Advocacy and Comms Team

Helping organise and attend meetings, briefings, conferences, and other events, as requested to provide communications support, capture and create content (travel outside The Hague required on average one week per quarter)

Supporting the delivery of advocacy and communications trainings for Member Associations and other stakeholders when needed

Collaborating with stakeholders on joint projects and campaigns, acting as communications representative around key sector moments, new research, major events, etc.

Acting as team leader when Head of Advocacy and Communications is on leave

Supporting with recruiting and onboarding new team members

Carrying out other duties as assigned

PERSON SPECIFICATION

The requirements for this position are as follows. These will be measured as part of the assessment and selection process:

Education & Qualifications

- Education to degree-level or equivalent in communications or similar
- Fluency in English

Experience and Knowledge

- A minimum of five years’ experience working in a communications role, ideally in the midwifery or maternal-newborn health space
- Excellent written and verbal communication skills
- Excellent attention to detail with specific emphasis on spelling, grammar, proofing and correction in English
- Strong interpersonal, writing, and oral presentation skills in English
• Strong understanding and adoption of culturally sensitive / considerate communication style, with an inclusive approach to workplace relations and communication
• Proactive, “can do” attitude with good initiative in responding to varied tasks
• Implicit understanding that communications need to serve the needs of the organisation and Member Associations in delivering the ICM Triennial Strategy
• Willingness to support other team members in delivering the ICM Triennial Strategy
• Computer literacy and competency in use of Microsoft software (e.g. OneDrive)
• Excellent time-management, organisational skills and ability to prioritise a wide variety of work
• A methodical and organised approach to workload
• Experience working remotely
• Excellent relationship-building skills particularly with colleagues working remotely
• Working and delivering calmly under pressure, meeting multiple deadlines in a fast-paced environment is a must

Desirable Requirements and Skills

• Experience with human rights, sexual and reproductive health or midwifery organisations is highly desirable
• Basic graphic design skills are highly desirable
• Ability to speak Spanish and/or French is desirable

More Information

The role will be full-time (40 hours/week), and the working pattern will be agreed between the candidate and ICM.

To apply, please send a cover letter and CV in English to our HR team at info@internationalmidwives.org. Please ensure that documents are sent with the titles “your name cover letter” and “your name CV” and state “Communications Lead” in the email subject line.

It is preferred that the selected candidate is based at ICM’s Head Office in The Hague, Netherlands, although there is a possibility to work remotely, as long as selected candidate is willing to travel to The Hague as required. In such instances, ICM will cover agreed travel and accommodation expenses.

This position will be evaluated on a rolling basis hence applicants are strongly encouraged to apply as soon as possible. The position will begin as soon as possible. The final day for applications is 10th September 2023.

For more information about The International Confederation of Midwives, please visit our website at www.internationalmidwives.org.