

## Senior Specialist: Engagement

The World YWCA is seeking a passionate Senior Specialist for Engagement to join the Global Engagement and Impact team. The ideal candidate must have a thorough understanding of communications around mobilisation and engagement of target audiences (e.g. women, young women, girls, donors, self-identified activists), in individual and organisational partners and allies, and linking campaigns and strategies for advocacy and branding. The ideal candidate should have in-depth understanding of primary and secondary research work and be competent in delivering creative, compelling, and strategic global campaigns on the priority thematic areas of World YWCA in order to achieve viral and high visibility reach. The position requires an individual that is not just detailed oriented, but can see and understand an overall strategy (i.e. the big picture) and plan and accordingly prioritise and manage multiple projects. Candidate must be able to write great copy and deliver content to activate, inspire and engage with audiences and especially connect young people to the organisation.

The position function includes project management and coordination, branding and communications, relationship management, budget assistance, and administration. The position holder must furthermore be able to prioritize her work, communicate effectively both orally and in writing and discharge her work under pressure and time constraints.

Location: Geneva, Switzerland

Closing date: Wednesday 2 December 2020 - 11:59PM CET

Starting date: As soon as possible

Type of contract: Permanent

Reference: YWCA-SSE

Specific requirement: open to candidates who are Swiss/EU/EFTA nationals or who have a valid Swiss work permit

Website Link: <http://www.worldywca.org/>

Annual gross salary range (12 months basis): CHF 84,000 – CHF 96,000

### About The World YWCA

The World YWCA has an ambitious goal: to reach 100 million young women and girls and transform power structures to end gender inequality by 2035. Established in 1855, the World YWCA is the world's oldest women's movement. With member associations in 109 countries, it works to fulfil human rights and make gender equality a reality. The World YWCA is a learning organization in which there is recognized mentorship across generations. Sixty percent of the members of the World Board are aged 30 and under. The purpose of the World YWCA is to develop the leadership and collective power of women and girls around the world to achieve justice, peace, health, human dignity, freedom and a sustainable environment for all people.

The World YWCA mobilizes and connects millions of young women around transformational change, provides leadership opportunities in more than 100 countries around the world. It also actively works to influence policies, regulations and social and community norms which prevent the realisation of rights and leadership potential of women.

The World YWCA has three strategic priorities:

- Management and governance excellence towards Goal 2035
- Strategic partnerships and communication towards Goal 2035
- Engagement and mobilisation of girls, young women and women towards Goal 2035.

#### **Duties and Responsibilities:**

The position is part of the Global Engagement and Impact team and reports to the Director-Global Engagement and Impact, to:

- Design, coordinate, and implement methodologies and consultation processes to achieve the meaningful engagement of young women and others in order to deepen and widen the movement building of World YWCA.
- Lead the mapping and expanding of entry points to engage and mobilise through YWCA models and platforms, especially digital tools, including planning and creating the content of World YWCA website and blogging platform.
- Support the continuous internal communication and external communication efforts of the World YWCA including newsletters, social media, and other forms of communique. Helps with copy creation, editing and finalisation of content.
- Contribute to the development of engagement campaigns around core areas of the World YWCA, targeted at increasing the reach and engagement of women, young women and girls and other key audiences.
- Coordinate and monitor networks and outreach mechanisms with allies, partners and other groups working across similar thematic areas.
- Streamline and strengthen the administrative processes of the team.
- Continually focus on process improvement, impact, effectiveness and innovation through storytelling.
- Support advocacy initiatives and content creation for policy statements, press releases and calls to action.
- Work closely with the team to develop and implement a plan to measure and evaluate the effectiveness of our overall communications and engagement work, including social media and other engagement statistics.
- Work across teams to strengthen the strategic implementation of engagement plans across different departments, under the guidance of the Director of Global Engagement and Impact.

#### **Skills, Knowledge and Experience:**

##### **Information Technology Skills**

- Proficient in using Wordpress and digital tools like Canva and Photoshop.
- Excellent command of Microsoft Office tools (Office, Outlook, Power Point, Excel) and experience in using them.

##### **Language Skills**

- High level of English proficiency (reading, writing, verbal) is a must.
- Spanish and/or French proficiency is an added advantage (reading, writing, verbal) given these are official languages of the World YWCA.

##### **Qualifications include:**

- Minimum 5 years of experience in areas of communications and project management with academic degrees or equivalent experience.



- Research experience (methodologies and M&E) with an ability to manage information and knowledge on key facts and evidence around thematic areas of World YWCA.
- Experience of working with inter-cultural communities is a must.
- Experience in a similar role requiring generalist skills.
- Experience with online-virtual networking platforms.
- Experience with data and/or information management systems.
- Ability to work effectively with minimal management guidance/supervision after a task, goal or strategy is agreed upon and mutually understood.
- Willingness to play a critical role within a small team, fulfilling multiple roles for one project or goal.

**Personal characteristics:**

- Commitment to the human rights of girls and women, enthusiastic about the mission of World YWCA.
- Should be a feminist, keen to work in an agile, passionate and mission driven environment.
- Advanced organizational skills to use in planning own work and involving team members and project implementation with attention to detail.
- Capable of multitasking and performing general administrative skills.
- Excellent analytical and problem-solving ability.
- Excellent relationship building skills, creativity, drive and enthusiasm with the ability to build strong, trusting relationships.
- Must be a team player, working closely in an agile, fast paced environment and demonstrate impact with ability to work under tight time constraints and meet deadlines.
- Experience or openness to working in a remote work environment.

**How to Apply:**

Applications must be addressed to World YWCA via email to [hresources@worldywca.org](mailto:hresources@worldywca.org) stating YWCA- SSE /+your surname in the subject line. To apply for this role, attach:

- a CV in English
- a motivation letter (two pages maximum) that summarises how your profile aligns with the key requirements of this role,
- work certificates
- diplomas or other relevant training or certification documentation
- three references.