

World YWCA- Engagement and Media Manager

The World YWCA is seeking an Engagement and Media Manager, passionate about storytelling, public relations, using information technology, evidence-based communications, and women's rights, to join the Global Engagement and Impact team.

The ideal candidate must have a thorough understanding of: communications around mobilisation and engagement of diverse target audiences (e.g. women, young women, girls, donors, self-identified activists); linking campaigns and strategies of advocacy and branding; and, bringing to life the brand of an organisation through storytelling and people-driven communication. The ideal candidate should be competent in delivering creative, compelling, and strategic global campaigns; have a passion for content creation rooted in communities; and be able to optimally use technology and social media to achieve viral and high visibility reach and engagement.

The position requires an individual that can see and understand an overall strategy (i.e. the big picture) and plan and accordingly prioritise and manage multiple projects, and when required, pursuing and analysing work with sophisticated critical thinking. Candidate must be able to write great copy and deliver content to activate, inspire and engage with a variety of audiences and especially connect young women and women to the organisation. The candidate must have a knack for creating compelling digital, low-cost, and accessible communication mechanisms.

The position function includes project management and coordination, branding, public relations and communications, copy writing, relationship management and administrative support to the efforts of the Global Engagement and Impact Team, a team that supports the entire World YWCA operation. The position holder must furthermore be able to prioritize work, communicate effectively both orally and in writing and deliver work under pressure and time constraints.

World YWCA is excited to find a good fit for this position, and is confident that there are many individuals that can do this job, even though the role is very precise in need and scope.

Location: Remote – possible to work from any country of residence/operation provided the specific requirement mentioned below is fulfilled

Duration of contract: 12 months, with the possibility of extension depending on the need of the organization, performance of the mandate, and budget

Closing date for applications: March 15, 2023

Starting date: As soon as possible

Type of contract: Contractor mandate

Reference: YWCA-EMM

Specific requirement: *Applicants must be able to work as independent/self-employed contractor in their country of residence/operation and provide evidence of ability to be working in compliance with local taxation and social*



benefits coverage – the evidence will be requested and assessed against Swiss legal framework for contracts, considering the specific country of residence/operation of the candidate.

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

Indicative base annual compensation: max. within range of CHF 48'000 to CHF 96'000, depending on location and relevant experience.

About 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.

This is a remote vacancy. Candidates must have reasonable access to consistent and adequate internet, if selected. The World YWCA team and movement is spread around the world and the position requires conversations and consultations with women, young women and girls around the world almost on a weekly basis. As a note, the World YWCA secretariat is in Geneva, Switzerland, CET time zone. Some team members are based in that location while others work fully remotely from other parts of the world.

Duties and Responsibilities:

The position is designed to contribute towards meaningful engagement of young women and women in order to deepen and widen the movement building of World YWCA, working closely as a thought partner with the Director - Global Engagement and Impact. The position is part of the Global Engagement and Impact team and reports to the Director- Global Engagement and Impact, to achieve deliverables that fall under the following duties:

- Manage the expansion 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, and management of the content organisation, adaptation and engagement methods through the YWCA social network platform.
- Manage the continuous internal, overall communication and external communication and marketing efforts of the World YWCA – after visions and goals are identified by the team - including newsletters,



articles, media reports, social media, and other forms of communication in partnership with the Communications Associate.

- Be the key point of contact for copy creation, editing and finalisation of a variety of content, including but not limited to organisational annual report, blogs and articles, press releases, policy statements and calls to action.
- Facilitate the development of advocacy campaigns around core areas of the World YWCA in consultation with Global Engagement and Impact team through a co-created process.
- Coordinate the development and implementation of a plan to measure and evaluate the effectiveness of overall communications and engagement work, focussing extensively on data capture and analysis from social media and other platforms.
- Support the planning and preparation around engagement of YWCA leaders at global platforms to maximise the impact of the work of World YWCA.
- Be the key point for catchy, relevant and viral-worthy content development for all marketing, branding and communications purposes within the organisation, working closely with various team members implementing various initiatives.
- Support effective trainings and capacity building initiatives on communication technologies, social media and branding, storytelling and other key needs of women and young women in the movement.
- Consistently and pro-actively support the social media content creation of the staff executive, as well as key communication such as blogs and speeches.
- Play a critical role to work very closely, seamlessly and ambitiously with the Director of Global Engagement and Impact on engagement strategies, implementation, coordination and monitoring aligned towards Goal 2035.

Skills, Knowledge and Experience:

Research and Training Skills:

- Ability to conduct basic secondary and primary research, including qualitative and quantitative analysis to ensure co-creation with women and young women for evidence-based communication.
- A keen eye to identify, evaluate and share feminist research practices.
- In-depth understanding and practice of participatory trainings and virtual workshops focussed on consultations and collaborative learnings, to be integrated into World YWCA efforts.

Information Technology Skills

- Proficient in using WordPress and digital tools like Canva and Photoshop.
- Excellent command of Microsoft Office tools (Office, Outlook, PowerPoint, Excel) and experience in using them.
- High interest in testing and using new technology platforms- podcasts, social media-friendly videos, microsites, games and mobile applications.
- Keen interest and a good understanding of digital safety.

Language Skills

- High level of English proficiency (reading, writing, verbal) is a must.
- Spanish and/or French proficiency added advantage (reading, writing, verbal) given these are the two additional, official languages of the World YWCA.
- Simple, clear and easy-to-understand messaging experience.



- Content editorial experience is critical. Should be passionate about content development suited for the realities of the organisation, demonstrating good storytelling.
- A focus on inclusive terminologies.

Qualifications include:

- Appropriately relevant and demonstrated experience in areas of communications and project management with academic pursuits and experience.
- Research experience with an ability to manage information and knowledge on key facts and evidence around thematic areas of World YWCA.
- Experience working with intercultural communities is a must.
- Experience in a similar role requiring broad and deep generalist skills.
- Experience with online-virtual networking platforms and events.
- Experience with data and/or information management systems.
- Ability to work effectively with minimal but high-quality 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.
- Committed to feminist principles and 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 abilities.
- 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 the ability to work under tight time constraints and meet deadlines.
- Experience or openness to working in a remote work environment.
- Have a keen interest in working with an agile, small, diverse team in resource-limited setting(s).

How to Apply:

Applications must be addressed to World YWCA via email to hresources@worldywca.org stating WYWCA- EMM /+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. In the motivation letter, please also include relevant information regarding your experience with remote work and how you will be able to legally operate as an independent /self-employed contractor in your country of residence/operation.
- work certificates
- diplomas or other relevant training or certification documentation
- three references (contacted only during final stage of recruitment)

Last date for applying is March 15, 2023.