

# Job Framework:

Digital Marketing & Communications Advisor



General role information	
Job Title:	Digital Marketing & Communications Advisor
Reporting to:	Global Communications Manager
Salary Band:	15
Notice period:	2 months
Career Band:	
Budget Responsibility?	N
Direct Reports?	N
Client facing role?	N
Introduction:	
<p>MSI Reproductive Choices is one of the world's leading providers of sexual and reproductive healthcare. We believe that everyone should have the right to choose. From contraception to safe abortion and life-saving post-abortion care, we are committed to delivering compassionate, affordable, high-quality services for all.</p> <p>Today, our organisation has over 9,000 team members working in 37 countries across the world. Our success lies in the fact that MSI teams are locally led, entrepreneurial and results-driven, and are passionate about delivering high quality, client-centred care in their own communities. As a social business, we focus on sustainable delivery, efficiency, and funding models that are built to last, so that the women and girls we serve today will have a choice in the future too.</p> <p>We know that access to reproductive choice is life changing. For some, it means the ability to complete an education or start a career. For others, it means being able to look after the family they already have. For everyone, it means the freedom to decide their own future, creating a fairer, more equal world.</p>	
The role	
<p>The Global Communications function leads communications activity at a corporate level, building and defending the organisation's reputation, engaging with audiences through media relations, PR, and digital communications, including social media, blog content, AdGrants campaigns, newsletters and internal communications, to build awareness and drive action via our digital and earned channels.</p> <p>The Digital Marketing &amp; Communications Advisor is a key role within MSI's Global Communications team, bringing our stories and data to life with engaging and effective digital communications. Our Digital Marketing &amp; Communications Advisor will lead on our digital marketing strategies, delivering engaging digital campaigns that get our content in front of priority audiences, drive action on reproductive health and rights, and monitoring campaign impact. This will involve the creation of compelling visual and written content, conducting research with tools like search console to identify SEO content opportunities, and finding ways to link our content and stories with the news agenda to expand our reach, via our website, social media, AdGrants campaigns and newsletters.</p>	

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@msichoice.org](mailto:recruitmentinbox@msichoice.org)

With a visual eye, the Digital Marketing & Communications Advisor will act as a guardian of the MSI brand, designing engaging social graphics and other creative content in tools such as Canva, helping to draft and edit MSI's materials and working with agencies as needed.

### Key Responsibilities

The role will include the following:

- Working as part of the digital communications team to deliver MSI's communications strategy, creating opportunities to build awareness of MSI as a global leader in providing contraception and safe abortion services that allow us all the reproductive choice to determine our own futures
- Playing a key role in the development of MSI's digital marketing strategies, ensuring MSI's strategic content reaches our priority audiences and helping to develop, drive and monitor progress against SMART objectives for MSI's digital channels
- Contributing to MSI's content marketing strategy, mapping content funnels, taking content creation from inception to delivery, and monitoring the impact of digital and content marketing campaigns, using MSI's digital channels (website, blog, social media, newsletters, AdGrants)
- Driving our use of digital marketing & communications (including with website user journeys, digital audience personas, SEO content, social media content, AdGrants campaigns) to build brand and cause awareness and driving action on reproductive health and rights, building our supporter and donor audiences, and creating opportunities to influence sector decision making (e.g., by governments and foundations) around sexual and reproductive health and rights
- Playing a leading role in MSI's social media strategy, sourcing and creating engaging content with tools such as Canva for organic social media posts and paid campaigns
- Supporting the management of MSI's global website, using digital journey mapping and tools such as search console to research, advise on and craft SEO-tailored content, using existing digital marketing skills to establish key content areas and keywords to target with MSI digital content, to get MSI's key messages in front of priority audiences, and drive conversions
- Developing digital audience personas and website user journeys that drive online donations
- Leading on MSI's global communications' digital metrics management, the Digital Marketing & Communications Advisor would monitor the impact of digital channels and campaigns, reporting on a monthly basis, with more detailed analysis on a quarterly basis, to support iterative working across the communications team and progress against digital SMART objectives
- Managing relationships and budgets with external agencies where necessary, for example, our AdGrants agency, to manage and maximise the impact of our Google grants, and supporting management of our website agency on technical updates to our global website
- Providing strategic support to colleagues across the global MSI partnership, including country programme communications colleagues, who are looking to develop their digital marketing and communications strategies and utilise digital channels for professional use, such as social media
- Conducting social media listening, flagging issues and opportunities, and providing data-led analysis of audience engagement / reach / action to ensure content is timely and impactful

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- Supporting MSI's global workforce to be informed advocates for MSI's work, by writing, editing and maintaining internal communications content, including via our internal newsletter and Sharepoint sites (MoreTogether, Delve etc.) ensuring content and information is kept up to date.

### Key Skills

To perform this role, it is essential that you have the following skills:

- 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.
- Excellent written and verbal communications skills.
- Proficient at crafting engaging, accessible and informative content, including visual content using design tools such as Canva.
- Knowledge of digital marketing trends and approaches (e.g., using search console and Google Trends to craft SEO-friendly web copy and AdGrants) to get content in front of key audiences.
- Knowledge of using digital communications channels (e.g., website, social media, newsletters) to build awareness and drive action.
- Knowledge of website content management systems.
- Strong interpersonal skills, and the ability to work authoritatively, knowledgeably and confidently with external stakeholders and colleagues at every level of the organisation.
- Outstanding organisational skills, including the ability to use initiative, prioritise workload and work under pressure to meet tight deadlines.
- Enjoy working as part of a busy and fast-paced team.

### Key Experience

To perform this role, it is essential that you have the following experience:

- Strong experience in a busy communications, marketing, or digital team
- Proven experience of delivering high impact, engaging content and digital campaigns
- Experience of creating visual content including design products in Canva, Photoshop or similar
- Excellent digital skills – including digital marketing approaches and proficiency in Microsoft suite
- Excellent organisational skills and ability to prioritise
- Experience of providing counsel and support on communications activities to colleagues at all levels within an organisation
- Excellent oral and written communication skills, including grammar and spelling
- Exposure to, and experience with, website content management systems

### Formal Education/qualification

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

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## 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.

**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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