

# Job Framework:

Senior Social and Behaviour Change Communication Advisor



## General role information

Job Title:	Senior Social and Behaviour Change Communication Advisor
Reporting to:	Marketing Director
Salary Band:	17
Notice period:	2 months
Career Band:	7
Budget Responsibility?	N
Direct Reports?	N

## Introduction:

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.

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-centered 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.

We know that access to reproductive choice is life changing. For some, it can mean 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.

## The role

**This role leads and delivers strategy and implementation of behavioural change best practice for MSI's outreach and public sector support initiatives, with particular focus on reaching key populations and vulnerable groups such as adolescents, people in extreme poverty, people living with disability, and low-literacy groups and creating new partnerships to expand MSI reach.**

This role is focused on pillar 1 of the MSI 2030 strategy, working predominately through Public sector channels (outreach, including single provider outreach, and Public Sector Strengthening). This role does not have any direct reports but has a large network of influence (marketing and adolescent leads based in country programmes, as well as cross-departmental colleagues at LSO).

This role reports to the Marketing Director and is also a member of the cross functional Pillar 1 team and so works very closely with, taking guidance and direction from, the Pillar 1 Public Sector Channel Director.

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### Key Responsibilities

#### **Lead the development of strategy and solutions for behavioural change and social norms programming in pillar 1 Public Sector channels – outreach, Public Sector strengthening, single providers**

- Be the point person and leader for Pillar 1 design of community engagement and partnerships and behavioural change initiatives, specialising and provide extensive support to Anglophone Africa & Asia; leading on “Leave No One Behind” SBCC and guiding the work of the pillar 1 Francophone specialist
- Generate and improve brand building, behaviour change and demand creation strategies and client referral networks; with a focus on reaching underserved and marginalised groups.
- Lead on the development of best practice guidance around the use of community mobilisers, including hands on support to countries to develop & improve content, monitoring, and evaluation of their effectiveness
- Work with (& help select) advertising firms, Human Centred Design agencies, professional groups, stakeholders and vendors to develop and finalize and agree behaviour change and communication campaigns and materials, as well as establish criteria for how the success of activities will be measured against specific KPIs or behaviour change indicators (e.g. outreach client data; client tracking tools, qualitative research, and ad hoc tracking tools).
- Assist country programmes and regional teams in assessing needs, and developing, testing and roll out of new demand creation materials, training and activities through remote review and in-country direct support, also ensure appropriate implementation and monitoring. Proactively leading conversations and flagging issues with senior team members and finding solutions to ensure initiatives are developed appropriately and on time.

#### **Provide guidance and support in the development of new approaches, guidance, and tools for aligning MSI SBCC**

- Collaborate with Evidence and Impact team to evaluate, document and share lessons learned internally and externally as appropriate in alignment with our MSI 2030 strategic direction
- Identify challenges, knowledge gaps and contribute to updates of MSI’s Adolescent, Outreach/Single Provider Outreach and PSS Channel Success Models to highlight and share best practices in addressing these challenges across the MSI partnership.

#### **Develop guidance for external partnerships for demand generation with government or CBOs**

- Work in collaboration with the Pillar 1 team and country programmes to design and test new marketing and mobilisation solutions that support the transition from outreach to public sector, taking the lead on designing solutions for behavioural change and community entry/buy-in with a focus on ensuring solutions are inclusive and rights-based
- Provide thought leadership around how MSI can work through partners to build sustainable demand generation structures around PSS sites and work with the Partnerships, Advocacy and Resilience

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Team to develop tools to help support CBO and government partnerships' (e.g. criteria for partners, template for MOUs) for demand generation, community engagement and advocacy

- Lead conversations with potential sector partners for improved SBCC and demand generation, work with programmes to develop guidance for working with community organizations at country level for more sustainable demand generation in PSS

**Lead technical input & contributions to the development of donor proposals to build in SBCC practice and identify promising innovations in the areas of demand generation and behaviour change for pillar 1.**

- Represent MSI with donors and partners in discussions about SBCC, community engagement and social norm change. Participate in relevant sectoral working groups and meetings to represent MSI and bring back new ideas and innovations for Pillar 1 Adolescent and vulnerable groups, working with Governments and other grassroots organisations
- Update and capacity build donor and Programme Design and Development teams on appropriate language and pillar 1 approaches, with a particular focus on improving our language, budgeting, and indicators around normative programming
- Work with partnerships, advocacy, and communications colleagues to identify opportunities to showcase MSI work in global and sector conferences and forums. Organize forums (workshops, webinars, etc.) for sharing of new information, innovative ideas, best practices and lessons learned across country programmes. Working with and mentoring key in-country staff, including leads, to ensure they can understand and implement the marketing elements of Success Model rules and recommendations in their country context. This is done through a variety of ways including remote support, online resource sharing, webinars, in-country visits, and annual workshops.

**Lead on building competency & capability in marketing solutions, including embedding of User Centred Design principles**

- Support countries to adapt, test, iterate and embed global marketing and behaviour change tools and solutions
- Provide mentorship to key in-country marketing team members as requested and help induct new marketing team members to MSI marketing tools and guidelines and help other new starters understand tools available and their role in demand generation and community engagement.

## Key Skills

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- **To perform this role, it is essential that you have the following skills:**
- Excellent communication skills – written and verbal skills in English (and preferably French)
- Ability to translate data and research into actionable insights for marketing strategic decision making
- Very comfortable with using and developing marketing/behaviour change metrics
- Highly developed planning and organisational skills with the ability to juggle multiple projects to deliver with quality and on time
- Ability to build relationships across teams, with evidence of highly sensitive cross-cultural skills and good influencing and negotiation skills

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- Action and results orientated with ability to stay on track and thrive when working under tight deadlines.
- Ability to train, mentor and develop skills within others
- Ability to translate complex information into a format and language that can be understood by a wide range of people.

## Key Experience

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

- Strong experience working with Behaviour Change Communication principles and designing initiatives based on client insights and design thinking/User Centred Design
- A strong track record in designing, implementing, or guiding successful marketing/behavioural change programming and activities at a both a country and a regional or global level
- Proven experience of creating SBCC/marketing strategy and full marketing mix development and activation
- Deep and wide experience of running complex projects and engaging multiple stakeholders across different teams effectively
- Proven experience & ability to manage external marketing/communications agencies to deliver projects on time and budget
- Proven experience of working across a busy, multi-disciplinary team
- Experience in creating training materials to a high standard and successfully facilitating workshops

## Formal Education/qualification

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

## 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.

**For this role, we're looking for an individual who is:**

- A strong supporter of the cause of family planning and a woman's right to safe abortion (Pro-choice)
- Resilient, flexible, positive attitude and can thrive in fast-paced, dynamic environments

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- Curious about emerging developments within our sector and passionate about building best practice
- Actively seeks out feedback on their performance (both results and behaviours) with a view to continuously learning and developing
- Willingness to help with a wide range of marketing/SBCC projects, as and when required.
- Willingness to travel to Africa and Asia up to 20-25% of the time

## Our Values

**Mission Driven:** With unwavering commitment, we exist to empower women and men 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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