

# Job Framework:

Advisor, Digital Engagement



General role information	
Job Title:	Advisor, Digital Engagement
Reporting to:	Head of Client Experience and Digital Health
Salary Band:	15
Notice period:	1 month
Career Band:	7
Budget Responsibility?	N
Direct Reports?	N
Client facing role?	N
Introduction:	
<p><b>MSI Reproductive Choices (MSI)</b> 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-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>The <b>MSI Global Marketing &amp; Innovation Team (GMT)</b> purpose is to design and test new models, resources, and best practice solutions to overcome behavioural barriers for access to contraceptive and safe abortion/ post abortion care services. This includes leveraging digital and technology to provide engaging content to empower people to make decisions about their sexual and reproductive health.</p>	
The role	
<p><b>This role has two key areas of responsibility:</b></p> <ol style="list-style-type: none"><li>1) <b>The development, management, and optimised use of digital content</b> by MSI contact centres, websites, and social media. Including support to MSI country programme teams to effectively use digital metrics to improve their digital engagement.</li><li>2) Support <b>the development, testing and roll-out of client-facing digital health solutions</b>. Including, an automated virtual assistant for MSI contact centres; a mobile application to support MSI teams to collect and use location information on MSI's network of service delivery sites; updates to MSI's digital counselling tool.</li></ol> <p>This role would suit someone with Digital Content, Digital Marketing or Digital Health experience.</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)

## Key Responsibilities

### 1) Website, contact centre and social media content development, management, and optimisation (60%)

- Oversee the development of new global content and copy for MSI country websites, contact centres and social media in collaboration with MSI medical and country teams. Ensure that MSI country websites are updated with new content and that copy is updated in line with SEO recommendations.
- Manage relationships with external content providers and MSI's website agency.
- Support MSI country programmes to optimise and plan the roll-out of their digital content.
- Coach MSI country teams to effectively use digital metrics (Google Analytics, Google Search Console, social media analytics) to improve their performance. Work with the global MSI Evidence & Impact team to improve global monitoring and analysis of digital engagement.
- Manage MSI's global digital client-facing content to ensure it is well organised, up to date and easy to access.
- Support with the implementation of digital partnerships, such as gathering pertinent country information for sharing externally or reviewing partner content.

### 2) Development, testing and roll-out of client-facing digital health solutions (40%)

- Oversee ongoing improvements and updates to MSI's digital counselling tool (web and app versions).
- Work with others in the Global Marketing Team on the development and introduction of an automated virtual assistant (VA) for MSI contact centres, in particular how the VA will leverage existing MSI digital content and how we address new content needs.
- Work with the project team building the digital resources (app and database) to collect, manage and make accessible location information on MSI's network of service delivery sites to ensure these resources effectively support the MSI digital client journey.
- Work with others in the Global Marketing Team to identify, develop and test digital innovations to improve the MSI client experience.

#### Key measures of success:

- MSI website and social media reach and engagement
- # of referrals from the contact centre to MSI service delivery sites
- # of centres and maternities clients citing digital marketing sources
- % clients who would recommend the MSI contact centre

## Key Skills

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

- Excellent verbal and communication skills in English (French helpful, but not essential).
- Ability to translate complex information into formats and copy that can be understood by a wide range of audiences.
- Creative thinker with the ability to develop innovative solutions with limited resources.
- Ability to build relationships across teams, with evidence of highly sensitive cross-cultural skills.
- Action and results orientated with ability to stay on track and navigate the delivery of multiple priorities at once.
- Ability to train, mentor and develop skills within others.
- Good influencing and negotiation skills.

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## Key Experience

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

- A strong track record in generating engaging consumer-facing content across a range of digital channels and media.
- A strong understanding of digital channel landscape including knowledge of google analytics, website content development and SEO.
- Demonstrated experience in working on projects seeking to improve digital engagement.
- Demonstrated experience in briefing and managing agencies to deliver projects on time and within budget.
- Significant experience in working across a busy, multi-disciplinary team.
- Demonstrated experience in projects leveraging Microsoft Apps, ideally including Power Platform.
- A good understanding and interest in (if not direct experience of) digital health innovations in the health sector.

## 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).
- Committed to the protection of team members and clients, with a particular focus on vulnerable groups.
- Able to role-model inclusive and culturally sensitive attitudes and behaviours.
- Resilient, flexible, positive attitude and can thrive in fast-paced, dynamic environments.
- Curious about emerging developments within our sector and passionate about building best practice.
- Actively seeks out feedback on own performance (both results and behaviours) with a view to continuously learning and developing. Know own strengths and recognise there's always more to learn.
- Motivated and ambitious to grow personally and to drive the mission of MSI.
- Willingness to help with a wide range of client experience projects, as and when required and where requested support other project teams.
- Willingness to travel up to 25% of the time (once Covid restrictions are fully lifted).

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## 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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