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| **Designation : Communication Manager** | | |
| **1. Job Environment** | | |
| **Position Information:** | **Reporting Lines:** | |
| **Department: Communication & Advocacy**  **Position: (1)**  **Location:** Lahore | **Report To: PD GAVI**  **Coordinate With**: HO and Project Teams | |
| **2. Job Objective** | | |
| To independently plan and lead communication activities that promotes awareness, visibility, and uptake of the HPV vaccination under the GAVI-funded project. The role ensures alignment with GAVI’s branding and behavior change goals while effectively engaging stakeholders, media, and communities. | | |
| **3.Functions of the Position** | | |
| • Develop and implement a comprehensive communication strategy for HPV awareness and advocacy in alignment with project goals. • Design IEC materials, campaign tools, and digital content to promote HPV vaccination and related SRH themes. • Ensure culturally appropriate messaging tailored to target groups including adolescents, caregivers, teachers, health workers, and community influencers. • Build relationships with media outlets to ensure widespread coverage of HPV project activities. • Coordinate press releases, briefings, and media kits for events, campaigns, and milestones. • Monitor media coverage and maintain a repository of communication materials and publications. • Collaborate with government health departments, civil society, and school systems to integrate communication campaigns within the existing health and education frameworks. • Support advocacy meetings, community engagement forums, and training sessions with strategic communication inputs. • Manage the project’s digital presence, including website content (if applicable), and official social media channels. • Create engaging multimedia content (videos, infographics, success stories) for online dissemination. • Develop, schedule, and monitor social media campaigns across various platforms to increase reach, engagement, and HPV awareness among target audiences. • Perform post coding, post designing, and content formatting to ensure consistent branding and message clarity across all social media channels. • Write, edit, and publish articles, blogs, and posts related to HPV, vaccination, and sexual and reproductive health to support awareness and education. • Track communication indicators and provide inputs for donor reports and internal learning. • Document success stories, case studies, and lessons learned for project visibility and replication. • Support the development of quarterly and annual reports with communication highlights. • Any task assigned by the supervisor related to project priorities. | | |
| **Special Condition:**  R-FPAP is committed to safeguarding and promoting the welfare of children and young people and expects all staff to demonstrate the willingness to sign and the adhere to the IPPF’s Code of Conduct and Safeguarding Policies  Rahnuma-FPAP staff must ensure compliance with appropriate safeguarding policies that reflect the standards and commitments in R-FPAP's safeguarding. These include Children & Vulnerable Adults Policy, Code of Conduct, Respect At Work Policy and Raising A Concern Policy from time to time, as well as the relevant local statutory provisions relating to safeguarding children and vulnerable adults'.  Prior to an appointment being confirmed completed background check including three verifies references, Police Check; Identity; Qualifications and experience check. | | |
| **7. Person Specification** | | |
| **Education/Qualification:**   * Master’s degree in Mass Communication, Journalism, Public Health communication, or related field. * At least 5 years of progressive experience in communication roles, preferably in health or development projects. * Proven experience in campaign design, media engagement, and content development. * Prior experience with Government, donor-funded projects is highly desirable. | | **Any additional Skills and Attributes:**   * Strong communication and interpersonal skills * Proficient in designing IEC materials and using design/communication tools * Understanding of HPV, adolescent health, and immunization programs * Familiarity with digital platforms and content scheduling * Excellent writing and documentation skills in English and Urdu * Maintains records and meets deadlines effectively. |

**Note:** This job description defines the broad accountabilities of this position which may change based on organisational need. Please refer to divisional, team and individual work plans/targets for more specific details