



ADVOCACY & COMMUNICATIONS COORDINATOR*

Reports to:

Birth Forward CEO.

In case of absence of CEO, reports to Board of Directors (via President, and following regular reporting procedure as defined in SOPs).

Duration:

The contract for 2024 is full time for 12 months, with possibility of extension subject to Organizational capacity and Annual Performance Review.

Expected duration Feb 2024- Jan 2025

Location:

The role mostly involved work from home, but participation in meetings throughout Cyprus and occasional travel abroad will be required.

Salary Scale: Starting at 24K Annual Gross, Pro Rata (38-40 hours/week).

*This position is co-funded by the European Commission (RESPECT, CERV-DAPHNE 101096681, and BDA-8164 - RespectWATCH), and responsibilities include Project Coordination regarding BF's role in the projects.

Organizational Overview:

Birth Forward (BF) stands as an ambassador for parents wishing to make autonomous choices about their own and their families welfare throughout the full cycle of creating a family.

BF aims to provide advocacy, support and education for families and professionals in regards to the various stages of planning, creating and growing a family in Cyprus.

The organization has been active throughout Cyprus since 2014, and Birth Forward (BF) is the only NGO in Cyprus advocating specifically for Maternity Care and Parental Support Service. Funding is secured through local and European Donors, and largely through European funded projects such as CERV and Erasmus+. BF has established links with professional medical associations (midwives', obstetricians', paediatricians' and perinatologists' associations) the Ministry of Health, and other Human Rights stakeholders and NGOs.

The Opportunity/The Role

Overall

1. The **Advocacy & Communications Coordinator (ACC)** is responsible for developing and implementing communication strategies, managing advocacy initiatives, and ensuring effective coordination and visibility of relevant project work packages and activities. With oversight from the CEO, and where relevant, in collaboration with project Coordination Teams, Birth Forward Board, and volunteers, (s)he will have overall operational responsibility for Birth Forward's communication and advocacy channels, including website, social media, dissemination and networking events. (S)he will initially develop deep knowledge of the field, core programs, operations, and business plans pertaining to organizational .
2. Act in accordance with BF's core values and principles, while ensuring these are integrated into all project activities.

Key Responsibilities.

1. Design and Implement Advocacy Strategy Initiatives:

- 1.1. Lead advocacy campaigns to promote awareness and support for key projects and initiatives.
- 1.2. Identify and engage with key stakeholders, including government officials, NGOs, and community leaders.
- 1.3. Monitor and analyze legislative and policy developments relevant to project goals.
- 1.4. Engage, motivate, lead and facilitate project working groups (toward national strategy and action plan)

2. Project Coordination:

- 2.1. Coordinate project activities and ensure effective communication within the project team.
- 2.2. Track project milestones and deliverables to ensure timely completion.
- 2.3. Collaborate with cross-functional teams to integrate communication strategies into project plans.

3. Communication Strategy:

- 3.1. Develop and implement comprehensive communication strategies for Birth Forward projects.
- 3.2. Maintain a consistent brand voice and messaging across all communication channels.
- 3.3. Collaborate with internal teams to ensure alignment of communication efforts with organizational goals.

4. Content Creation:

- 4.1. Produce high-quality written and visual content, including press releases, articles, blog posts, and social media updates.
- 4.2. Oversee the development of multimedia materials, such as videos and infographics, to support communication efforts.
- 4.3. Media Relations Cultivate and maintain relationships with media outlets and journalists.
- 4.4. Prepare and disseminate press releases and media kits.
- 4.5. Serve as the primary point of contact for media inquiries.

5. Specific Project Responsibilities:

For the duration of the initial contract, the ACC will largely undertake project-related responsibilities as follows:

5.1. **Coordinate a Multi-Agent Collaboration to promote Respectful Maternity Care:** This will involve engaging stakeholders, by facilitating discussions and strengthening alliances between professionals, beneficiaries, NGOs, Ministries, decision makers, and other relevant stakeholders. Promote Rights-Based Models of care, include service users, particularly women in the process of decision making and restructuring maternity services. Create, strengthen, and maintain Sustainable alliances for Respectful Maternity Care.

5.2. **Establish a sustainable National Advocacy and Watchdog mechanism that will enable BF and its allies to monitor to what extent perinatal care is delivered with respect:** This will involve conducting desk & background research, forming and leading Advocacy & Watchdog working groups, developing advocacy and watchdog tools, approaching stakeholders and decision makers, and leading dissemination actions for beneficiaries.

6. Undertakes any other responsibilities relevant to their role assigned by the CEO/Line Manager.

Ideal Candidate Profile

1. Bachelor Degree in relevant field Required. Master's Degree in relevant field strongly preferred. Academic Background in Communications, Public Relations, Marketing, Law, Political or Social Science, or a related field.
2. Strong commitment to BF's vision, mission and values.
3. Excellent command of English and Greek Language are required. Fluency in another European working language or Turkish will be considered a strong advantage.
4. At least 2-5 years successful experience at social impact organizations, preferably in the Non-Profit Sector and with prior demonstrated engagement in Advocacy and Communication activities. At least 2 years prior experience with funded projects (preferably European projects such as CERV, Erasmus+, CREA, AMIF etc.)
5. Commitment to results; 'can-do' mindset with emphasis on accountability, action-oriented, entrepreneurial, adaptable, and innovative planning approach. Strong problem-solving skills and strategic thinking.
6. Excellent communication and presentation skills. Strong written and verbal communication skills. Familiarity with social media platforms and digital tools.
7. Project Management and organizational abilities. Ability to work collaboratively in a team and independently.
8. Strong interpersonal and networking skills, ability to engage with a wide range of stakeholders and beneficiaries from diverse backgrounds and cultures. Knowledge of the local market and stakeholders, potential partners and donors will be considered a strong advantage.
9. Integrity, impeccable work ethic, sense of humor. Passion for Social Impact. Able to handle cases and communication with diplomacy, confidentiality, and discretion.
10. Knowledge of Office Suite and Excel required.

Application Process:

To apply, please submit your CV and cover letter, to info@birthforward.com with the subject line "**Birth Forward Advocacy & Communications Coordinator Application - [Your Name].**"

Applications should be addressed to Margarita Kapsou, Birth Forward Cyprus CEO.

The deadline for applications is **Friday, 26 January 2024**. Applications received after the deadline will not be considered.

Only short-listed candidates will be contacted.

Interviews are planned to take place on **Wednesday, 31 January 2024**, via Zoom, in English.

Birth Forward Cyprus is an equal opportunity employer. We encourage candidates from all backgrounds to apply.