

World YWCA – Marketing and Communications Senior Specialist (MCSS)

Terms of Reference for Contractor Role

The World YWCA seeks a visionary, feminist, and solutions-driven **Marketing and Communications Senior Specialist (MCSS)** to lead and strengthen our global communications and engagement strategy, amplify the voices of women and young women worldwide, and enhance the visibility and impact of the World YWCA movement. This role is essential to implementing the World YWCA Strategic Framework 2024–2027, ensuring our advocacy, engagement, and initiatives are communicated powerfully, inclusively, and aligned with YWCA values and feminist principles.

The MCSS will lead efforts to position the World YWCA Secretariat and the global YWCA movement as a powerful voice for change by enhancing external visibility, elevating advocacy efforts, and strengthening internal communications. This role combines strategic planning, creative storytelling, social media management, and team capacity building to support the organisation’s work toward Goal 2035, mobilising 100 million young women and girls to transform power structures and end gender inequality.

The MCSS will work remotely, report to the Senior Director of Strategy and Operations, and collaborate with other World YWCA team members, contractors, consultants, and external partners. The MCSS will support the implementation of key communications priorities outlined in the Strategic Framework 2024–2027, which was adopted at the World Council in 2023. The MCSS will also manage relationships with external consultants and service providers to achieve specific deliverables across campaigns and initiatives.

The mandate holder must excel at managing multiple projects, coordinating with diverse stakeholders, and using innovative tools and strategies to deliver impactful results. The MCSS must also embrace World YWCA’s core values of equity, inclusion, and respect for intersectional diversity.

About World YWCA

The World YWCA aims to reach 100 million young women and girls and transform power structures to end gender inequality by 2035. Established in 1855, the World YWCA is the world’s oldest women’s movement. With member associations across continents, it works to fulfil human rights and make gender equality a reality.

The World YWCA is a learning organisation with recognised mentorship across generations, where 50% of the World Board members are aged 30 and under. The World YWCA aims to develop women and girls' leadership and collective power worldwide to achieve justice, peace, health, human dignity, freedom, and a sustainable environment for all people.

The World YWCA mobilises and connects millions of young women around transformational change and provides leadership opportunities worldwide. It also actively influences policies, regulations, and social and community norms that prevent women from realising their rights and leadership potential. The World YWCA has three strategic priorities:

- Management and governance excellence towards Goal 2035
- Strategic partnerships and communication towards Goal 2035
- Engagement and mobilisation of girls, young women, and women towards Goal 2035

Duties and Responsibilities:

Strategic Communications Leadership and Engagement (40%)

- Primary accountability for implementing the World YWCA Communications and Engagement Strategy, developing action and micro plans with clear deliverables and timelines.
- Strengthen internal and external communications, ensuring alignment with organisational priorities, including Goal 2035 and the advocacy roadmap.



- Collaborate with Executive Leadership to deliver a cohesive CEO/General Secretary communications plan, including public relations initiatives, long-form interviews, podcasts, and thought leadership content.
- Drive content innovation by experimenting with new formats, such as podcasts, short videos, blogs, and other creative approaches to storytelling.
- Update and refine key communication tools, including the World YWCA Glossary, focusing on inclusive language (English, French, and Spanish) and emerging development terminology.
- Consistently consider the value proposition of traditional media embedded within the communications and engagement strategy.
- Provide regular updates and reports to the Senior Director of Strategy and Operations.

Advocacy and Movement Building (30%)

- Collaborate with the Advocacy and Training Manager (ATM) to bring the Advocacy Roadmap to life through compelling, movement-driven communications campaigns.
- Support movement-building and capacity-building initiatives by creating tools and training materials that empower global YWCA leaders to communicate effectively.
- Develop innovative strategies to popularise and internalise Goal 2035 across the movement, ensuring alignment with advocacy and engagement objectives in alignment with the Director of Movement & Capacity Building and Accountability.

Branding and Content Development (30%)

- Lead efforts to refine and update boilerplate language, ensuring consistency and alignment with feminist values.
- Support branding efforts across the organisation, including developing merchandise and creative assets, while collaborating with consultants and designers.
- Contribute to developing internal and external annual reports, ensuring evidence-based content showcasing the movement's impact.
- Collaborate with Fund Raising Senior Specialist (FRSS) to ensure fundraising campaigns align with World YWCA branding and communications standards.
- Be a resource for expertise around branding and content accuracy and consistency aligned with the World YWCA branding and communication standards.

Key Skills, Experience, and Competencies

- Proven experience developing and implementing strategic communications plans for global organisations, preferably feminist or social justice-driven entities.
- Proficiency in strategic social media management, digital engagement, and campaign design, strongly emphasising understanding content dynamics and audience behaviour to drive organic growth. Skilled in leveraging data-driven insights and volunteers to optimise reach, engagement, and impact across platforms.
- A brilliant writer and copy-editor focussed on simple, accurate use of language for marketing and communications. Able to manage writing for various goals, platforms and formats.
- Strong project management skills, with a track record of coordinating multiple priorities and managing external consultants effectively.
- Creative and innovative approach to storytelling across multiple formats, including videos, podcasts, blogs, and reports.
- Commitment to the human rights-based approach (HRBA), inclusive language, and culturally sensitive English, French, and Spanish communications.
- Experience in collaborative platforms (e.g., Google Workspace, Mailchimp, social media tools) and familiarity with digital tools like CRMs, intranets, and survey platforms.
- Strong cross-cultural communication skills and ability to work remotely within a global, intersectional team.
- A curious, solutions-focused mindset committed to amplifying women's and young women's voices globally.



Engagement Terms

Location: Remote (with limited travel).

Contract Type: Contractor mandate (12-month term, deliverables-based, renewable based on performance and funding)

Contractors must have the right to work remotely in their country of operations. The World YWCA is formally incorporated in Geneva, Switzerland.

Compensation Range: CHF 5500–6500 per month (inclusive of tax and dependent on location)

Work Environment:

This mandate will be part of a global, remote team that works during various time zones. Teaming in the remote World YWCA environment requires engagement via email, a secondary texting software platform, an internal community social platform, and audio-visual platforms. This role requires flexibility in balancing availability to deliver on the mandate. All team members are expected to make a constant effort to enhance their cross-cultural communication skills, their awareness to cross-cultural barriers and opportunities, and a conscientious approach to what it takes for a team to thrive in a remote, global, cross-cultural team setting.

How to Apply

Interested candidates are invited to submit:

- A CV in English.
- A motivation letter (maximum two pages or in an efficient, creative format) highlighting how your skills and experience align with the role.
- Three references (contacted at the final recruitment stage).

Applications must be sent to hresources@worldywca.org by **March 16, 2025**, with “**WYWCA-MCSS/+Your Surname**” in the subject line.