

## IYF Spokesperson

Position title: Spokesperson

Location: United Kingdom

Category: FTA International

Level: S5

Duration: One Year (Renewable)

Department: Media & Advocacy Unit (MAU)

Supervisor/Report to: Chief, Media & Advocacy

Job type: Voluntary Service (VS) Part-Time

### Overview

The International Youth Federation is an international non-profit youth organizations network governed by the present Statutes and the Swiss Civil Code. It is neutral politically, and non-denominational, aim to empower youth worldwide.

The IYF Department of Public Information (DPI) is responsible for developing and implementing the IYF Global Communications Strategy, strengthening support for the IYF by promoting key messages and strategies on priority youth issues, implementing global campaigns and coordinating communications and public information activities between headquarters, regional administrations and member counties.

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The IYF **Media & Advocacy Unit (MAU)** works to attract positive attention for the IYF, strengthening recognition of our work and raising the profile of the organization. Strong media outreach, public events, and other multimedia advocacy tools are an important element of that work.

The Office of the IYF Spokesperson for the Secretary-General provides information to the media on the activities of the IYF as a whole through daily briefings, direct responses to media enquiries, press conferences, background briefings and interviews with other senior officials. The Office provides advice on media relations to the Secretary-General, the Assistant Secretary-General and senior HQ/Regional officials. The Office also keeps the Secretary-General regularly informed of major breaking news stories around the world.

Under the supervision of the Chief, Media & Advocacy, the Spokesperson representing senior management and the larger organization on the record vis-a-vis the media. She/he also serves as Communications Adviser to the organization on emerging issues.

## Mission Statement

To voluntarily represent, positively promote, and uphold the mission of “Empowering youth for better world” in various programs and opportunities throughout the IYF interventions and the community.

## Responsibilities

- Prepare and lead IYF press conferences and oversee the production and distribution of verbatim transcripts, press releases, and other outreach materials.
- Makes official statements on behalf of the IYF and provides information as required.
- Provides on record and background press briefings and interviews and issues press releases.
- Serves as a key point of contact between the IYF and the international media, providing on-the-record interviews and/or background information as necessary, and otherwise representing and speaking for the organization.
- In close collaboration with HQ Media & Advocacy team, develops and maintains strong relationships with leading journalists and key media organizations, including print, television, new media, etc.
- Responsible for in-depth coverage of specific regions and thematic youth-related topics as they relate to the IYF’s areas of work.
- Responsible for the monitoring of the media for coverage of the IYF and other relevant news, identifies trends, and provides advice to the IYF leadership in this regard.
- Anticipate questions and drafts corresponding answers in preparation for any possible press encounters by the Secretary-General.

## Competencies

- **Lead (Level-2)** *Leadership is the art of motivating a group of people to act as a team towards achieving a common goal.*
- **Design (Level-2)** *Ability to recognize what changes are required and create a path for improvement using existing knowledge, problem solving skills, creativity and original ways of working.*

- **Empower (Level-2)** *Empowerment is a practice of giving team members skills, authority, opportunity and motivation so that they can take initiative and make decisions to solve problems and improve performance.*
- **Mobilize (Level-2)** *Ability to identify resources and activities that individuals and organizations will undertake to support the IYF's strategic goals and objectives. Engage and influence appropriate donors by building win-win relationships.*
- **Inspire (Level-2)** *Inspiration and lead by example is about energizing and creating a sense of direction and purpose in others, unlocking motivation and momentum for positive change.*

## Functional Competencies

- Ability to lead strategic planning, results-based management, and reporting.
- Ability to lead and manage corporate strategic initiatives.
- Excellent computer, internet, social media and information system skills.

## Eligibility

- Highly interested in youth empowerment, youth issues.
- Relevant experience in media/press or communication is required.

## Skills Required for Position

- Excellent writing/editing and verbal communication skills.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, members, volunteers and other supporters.
- Ability to interact cordially and communicate with a diverse community.
- Effective oral and written communication skills.
- Ability to assess and evaluate situations quickly, accurately and effectively.

## Experience

A minimum of three years of experience and results preferred in communication role, development, communications, blogging, youth issues, sport, women empowerment, youth-led organizations or another relevant field.

## Language

Fluency in English with superior drafting skills is essential.