



Your body. Your choice. Your right to know.

Position: HowToUse Communications Officer

Location: Remote

Contract Term: 6 months with possibility of extension

HowToUseAbortionPill.org (AKA PinkShoes.org in regions of the world where criminalization or stigma make abortion resources inaccessible) is a global resource for medical abortion run by a community of dedicated individuals who believe that all women, regardless of where they live, should have access to a safe abortion option. We work to share facts and resources about the abortion pill- what to consider beforehand, where to acquire quality abortion pills, how to use them safely, what to expect, and when to seek medical help if necessary. We're here to equip women with the information they need to safely navigate abortion on their own terms.

The HowToUse website currently hosts safe medical abortion information in 24 languages. HowToUse also has a robust social media presence on Facebook, Twitter, Instagram, Pinterest and Flipboard. Offline, our team is able to engage directly with women through our on-the-ground regional consultants and an extensive global partnership network.

HowToUse has grown rapidly within the last two years. In order to continue supporting our growth, HowToUse is looking to hire a position fully dedicated to communication, marketing, and outreach. The ideal candidate will be hard working and quick-witted, with experience in online communications or marketing, and a proven advocate for women's sexual and reproductive health.

We are looking to hire a Communications Officer whose scope of work is inclusive of, but not limited to:

Overall Objective: Promote HowToUse/PinkShoes online visibility, increase traffic to the HowToUse website, and improve user engagement across social media channels.

The Job:

- Develop marketing/communications plan for HowToUse/PinkShoes that encompasses both online and offline activities to promote and further develop the HowToUse/PinkShoes website, branding, and online visibility;
- Create, manage, and evaluate social media content, with a specific eye towards regional audiences, partnership collaboration, and potential campaign strategies;



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- Develop information, education and communication (IEC) materials that promote the HowToUse/PinkShoes services in the form of innovative posters, brochures and promotion materials;
- Contribute monthly blog posts on topics relating to medical abortion or global sexual and reproductive health;
- Work in close collaboration with our creative agency and Digital Strategist to manage and optimize our online and print media presence;
- Perform other duties as assigned.

Qualifications

- University degree in communications, marketing, advertising, or any related field combined with relevant work experience;
- Experience with social media marketing and digital marketing desirable;
- Previous experience working in global health, women's health, women's rights, or social justice is desirable;
- Fluent in English. Working knowledge of other languages is a plus;
- Independent access to a working computer and reliable connection to the Internet.

Contract Type and Term

This is a part-time position (20hrs/week), with the possibility of extending into a full-time position. This is a 6 months contract, renewable upon satisfactory performance.

Compensation and Benefits

USD \$800/month based on experience

Application Process

We invite all interested candidates to submit the following documents:

- Curriculum Vitae (CV)
- Letter of Motivation outlining how your experience, skills, and professional networks fit with the required job description (1-page maximum).

Please submit your application to info@howtouseabortionpill.org, subject line: Communications Officer by October 15th.