

Position: Communications & Marketing Manager

Location: Remote, Global - preferably in Asia, Africa or South America

Language requirement: Fluency in English required; additional languages are a strong advantage

Contract Term: 12 months, with possibility of extension

Compensation and Benefits: USD 26,000 – USD 28,000 per annum, with benefits in line with WFD policy, including paid leave days, sick leave days, national holidays, and a medical allowance.

WHO WE ARE

Women First Digital (WFD) is a fully online femtech organization that meets reproductive needs through safe, accessible, and user-centered digital initiatives that connect users to abortion care, contraception, and provider education. We reach millions of people annually with the accurate information, counseling, and referrals they need to make informed health decisions.

WFD is a great place to work, with a fully remote diverse workforce spread across the world.

WFD operates the following three platforms:

safe2choose.org – A Global Hub for Abortion Seekers

safe2choose helps people find accurate, stigma-free guidance on abortion pills and services. It provides a range of digital tools, including country-specific legal, medical, and logistic information, testimonials and pregnancy checkers. safe2choose provides hybrid counselling, combining an AI-driven chatbot (Ally) to answer questions quickly with multilingual human counsellors to manage complex cases. For users that need it, we refer to vetted local providers for on-the-ground support.

HowToUseAbortionPill.org – Training Providers

How To Use supports the nurses, pharmacists, and community providers who are often the first point of contact for abortion care. Through simple and accurate online courses How To Use builds the confidence and capacity of providers everywhere to support women through their abortions.

FindmyMethod.org – Expanding Contraception Access

Find My Method empowers users to explore, compare, and access modern contraceptive options in a sexy, inclusive way. It combats misinformation and stigma by providing sex-positive information and answering sticky questions naturally and quickly via our AI-driven chatbot (Myka).

Responsibilities:

We are seeking a versatile, strategic, and results-oriented **Communications and Marketing Manager** to join our Marketing & Innovations team. Reporting directly to the Senior Manager of Digital Strategy and Innovations, you will execute high-impact and 360-degree strategies that advance our mission of ensuring equitable access to sexual and reproductive health (SRH) resources.

This role is not just about posting content; it is about **integration and impact**. You will manage our **digital footprint** and lead **creative production** for events and other types of physical presence. You are the bridge between our programs and the public, ensuring our voice is innovative, inclusive, and globally/locally responsive, all this to drive measurable growth based on established KPIs.

The Marketing & Communications Officer will lead the development and execution of digital marketing and communication strategies to increase awareness, engagement, and impact of our different brands: safe2choose, HTU and FindMyMethod. The role requires a strong understanding of digital platforms, audience-centered communication, and sensitive, inclusive messaging related to sexual and reproductive health and safe abortion information.

As a Marketing and Communication Manager you and your team will be responsible for:

Women First Digital Marketing & Content

- ❖ Develop and implement digital marketing strategies aligned with organizational goals
- ❖ Create, edit, and schedule engaging content for social media, websites, newsletters, and campaigns - with internal and/or external resources.
- ❖ Ensure all messaging is accurate, inclusive, and aligned with WFD vision
- ❖ Manage content calendars and oversee storytelling across digital channels
- ❖ Define and implement an SEO-informed content strategy in collaboration with the technical team to ensure our visibility.
- ❖ Contributing to an **SEO-informed content strategy (key words, headlines, meta descriptions and internal links)**.

Communications & Branding

- ❖ Maintain and strengthen the organization's brand voice and visual identity
- ❖ Translate complex SRHR information into accessible, youth-friendly, and audience-appropriate content
- ❖ Support advocacy, awareness, and behavior-change communication campaigns
- ❖ Collaborate with program teams to communicate impact, research findings, and success stories

Community Engagement

- ❖ Engage online communities through comments, messages, and interactive content as per our country's priorities
- ❖ Support in adapting global campaigns into different languages and countries, ensuring that "global" strategies land effectively in local cultural contexts.
- ❖ Support our footprint in priority countries with partnerships with influencers, activists, and organizations aligned with SRHR values
- ❖ **Bridging Online & Offline:** You are responsible for the physical expression of our digital brand. You will support and collaborate on the creative production (IEC materials, booth design) for local and global conferences and events.
- ❖ Monitoring & Evaluation
- ❖ Track and analyze digital performance (engagement, reach, conversions)
- ❖ Prepare regular reports with insights and recommendations for improvement
- ❖ Use data to continuously refine communication strategies

Position Requirements:

- Bachelor's degree in marketing and communications.
- 5 to 7 years of experience in a marketing and communications role, with at least 2 years focused on integrated/digital marketing for a non-profit, social organization, or similar, and a solid background in sexual and reproductive health or public health, with a focus on abortion care, is a plus.
- Experience with global audiences is strongly preferred.
- Ability to interpret analytics (GA4, Social Insights) to optimize content performance. You don't just report numbers; you recommend changes based on them.
- SEO application on Communications and PR: Understanding of link-building strategies and how content drives search rankings and AI appearance.
- Creative production management: Experience overseeing or collaborating with content designers (for different channels).
- Proficiency in CMS (WordPress) and project management tools (Asana/ClickUp).
- Excellent writing (technical), editing, facilitation, message delivery, dissemination, and presentation skills in English with a strong understanding of representation and inclusivity across language, tone of voice, and any visuals produced.
- Possess and demonstrates a high level of integrity in line with WFD's organisational values and ethics.
- Strong time management, organisational skills, and proactivity.
- Nice having experience working as part of a multicultural, international team.
- Independent access to a working computer and a reliable connection to the internet.

APPLICATION PROCESS

We invite all interested candidates to apply through the following link [Communications and Marketing Manager](#) by Saturday, February 7th. As part of the application process, you will be asked to submit the following: your Curriculum Vitae and Letter of Motivation outlining your experience, skills, and professional networks (1-page maximum).

Please note that only shortlisted candidates will be contacted.