



Director of Strategy

Family Empowerment Media seeks a strategic thinker with strong analytical and writing skills to lead our business development

Position Summary

Application Deadline: 7th of March 2023

Starting Date: 21st of April 2023

Duration: Long term

Hours: Full time/Part time

Location: Remote, from our London office, or from Abuja

How to apply: [Fill out this form](#)

About Family Empowerment Media

[Family Empowerment Media \(FEM\)](#) is an evidence-driven non-profit that enables informed contraceptive decisions through clear, compelling, and accurate radio-based communication.

Enabling couples to access modern contraceptives is one of the most cost-effective ways to prevent maternal deaths. It also provides a host of other benefits. Numerous studies have demonstrated that radio-based social and behavioural change campaigns can empower women and men to use effective contraceptive methods to avoid unintended pregnancies.

Established in September 2020, FEM is an organisation with significant potential for impact and growth. Since our founding, FEM has achieved the following:

- Broadcasted two campaigns in Kano State, Nigeria, collectively lasting a year. These campaigns reached up to 5.6 million listeners. Between the two campaigns, our adverts and shows were broadcast 3,400 times.
- PMA Data's research found that during our Pilot campaign in Kano State, the contraceptive uptake in the region increased by 75%. This corresponds to 250,000 new contraceptive users and an estimated 200 fewer maternal deaths related to unintended pregnancies.
- Scaled our work to three new states across Nigeria: Anambra, Kogi, and Ondo with short campaigns. We expect our upcoming campaigns to reach an estimated 10 million people in these three states.

- Pioneered a new approach to evaluating radio-based programmes using a [transmitter](#) that replaces campaign content in randomly selected areas.

By 2027, FEM plans to reach 30 million listeners. Our efforts have been recognised by experts in philanthropy and entrepreneurship. This includes a seed grant from Charity Entrepreneurship, the Distribution Foundation's D-Prize award, and the Stars in Global Health grant from Grand Challenges Canada. We are recommended by Giving What We Can and Founders Pledge, who estimates FEM's cost-effectiveness in northern Nigeria to be 22 times more impactful than direct cash transfers.

About the Role

Family Empowerment Media seeks a detail-oriented and analytical thinker with strong writing skills to lead our business development and planning efforts. We expect the Director of Strategy to spend about 25% of their time on strategy and analytics and 75% on planning and grant writing.

Responsibilities may include:

Take part in FEM's strategic decision-making - 25%

- Take part in Director meetings, where core decisions about the organisation's work are made.
- Compare the impact potential of scaling to new regions and cause areas by using a range of analytical methods.

Manage FEM's business development - 75%

- Oversee FEM's funding application processes by researching potential funding sources, managing writers, and reviewing funding proposals.
- Set realistic budgets and timelines for various impact opportunities and contact and work with stakeholders to map out risks and opportunities.

Qualifications

We're looking for someone with strong analytical skills and the ability to create large-scale project plans and effectively communicate them. The successful candidate will work closely with the Executive Director to develop concrete plans to achieve our objective of improving maternal and child health. We seek candidates inspired by our mission and demonstrate a commitment to our core values of ambitious altruism, evidence-based decision-making, cultural sensitivity, humility, and transparency. The Director of Strategy will also possess some or most of the following qualities:

- **Excellent decision-maker:** skilled at breaking down complex problems and, together with the senior management team, coming to decisions that best increase impact.

- **Strong analytical skills:** able to use quantitative methods to review projects and assess opportunities.
- **Critical thinker:** enjoys working collaboratively to identify risks and opportunities; asks difficult questions and points out where we can improve while remaining positive and growth-oriented, in line with our culture.
- **Systematic and detail-oriented planner:** able to dot the i's and cross the t's across budgets and written outputs, ensuring high quality throughout all our communication efforts.
- **Skilled written communicator:** creates powerful, professional, and compelling written communications that concisely convey complex ideas.
- **Skilled Manager:** able to effectively communicate with others, set standards for work quality, and prioritise among competing concerns; the ability to adapt communication to different individuals and cultures in order to maintain good relationships and ensure things get done.
- **Strong generalist:** learns fast and enjoys a challenge. Is able to progress on important projects throughout our organisation independently; can step in and manage other processes when needed.

Please apply even if you don't meet all the criteria. We would love to see your application.

Benefits of working at FEM

- **High impact:** Enabling our model's successful scaling can improve thousands of lives. Our intervention was chosen for its high cost-effectiveness and strong evidence base from 188 ideas evaluated by Charity Entrepreneurship [\[1\]](#).
- **Community:** You will have the opportunity to become a part of the Charity Entrepreneurship community and connect with experts in the field.
- **Flexibility:** You will experience a high level of freedom and autonomy as we offer both remote and office-based working environments.
- **Personal growth:** You are guaranteed to be challenged with a variety of tasks and receive rapid and implementable feedback.
- **Entrepreneurial experience:** You will work with a scale-up and gain insight into the entrepreneurial process.

Further details

- This role has a 6-month test period for you to get to know us and for us to get to know you better.
- We respect your time and have designed our application process to reflect this. The first step of the application process takes 20 minutes, and we only ask for more time from applicants we think would be an excellent fit.
- We are advertising a Director of Strategy and Director of Development position simultaneously. We may not hire for both roles depending on the applicant pool.

If you have any questions about the position or application process, please reach out to rlund@familyempowermentmedia.org. I would be happy to chat!

Learn more

- [Family Empowerment Media's research](#)
- [The Family Empowerment Media team](#)
- [Introduction to Family Empowerment Media](#)