



Head of Creative Management

Family Empowerment Media seeks a skilled story-teller who will lead our creative production in multiple locations

Position Summary

Application Deadline: 31st August

Starting Date: Flexible (August - December 2022)

Duration: Long term

Hours: Full time

Location: Remote, from 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 avert maternal deaths, in addition to providing a host of other benefits. Numerous studies have demonstrated the positive effect that radio-based social and behavioural change campaigns can have in empowering women and men to realize their contraceptive intentions.

Established in September 2020, FEM is an early-stage organization with significant potential for growth. Since our founding, FEM has come a long way. We have:

- Broadcasted a 3-month pilot campaign in Kano State, Nigeria, in partnership with the Kano State Ministry of Health
- Reached up to 5.6 million listeners over 800 times
- Contributed to about 250,000 new contraceptive users through our pilot in Kano State
- Conducted extensive listener research, including interviews, surveys, and focus groups with more than 2300 women and men

- Pioneered a new approach to evaluating radio-based programmes using a transmitter that overrides campaign content in randomly selected areas.

This year, highlights of what we're accomplishing include:

- Producing, airing, and evaluating a six- to nine-month campaign in Kano State
- Conducting feasibility studies in three to four additional Nigerian states with the support of local implementation partners
- Building sustainable organizational structures that can support the scaling of our intervention
- Preparing and fundraising for an RCT in 2023 - 2027

By 2027, FEM plans to reach 30 million listeners. The Head of Creative Management will make this plan possible by turning life-saving information into entertaining stories, and, thus, enable the expansion of a proven model to millions of new listeners.

Our efforts have been recognized by experts in philanthropy and entrepreneurship. This includes Charity Entrepreneurship's largest-ever seed grant for a global health-focused organization and the Distribution Foundation's D-Prize award. Most recently we were awarded the Stars in Global Health grant from Grand Challenges Canada. In addition, numerous individuals and foundations have made contributions, ranging from US \$5 to US \$200,000.

About the Role

Family Empowerment Media seeks a creative professional who is interested in storytelling and entertainment. The candidate will lead our creative development efforts and bring crucial information about contraceptives to life through developing engaging content. We expect the Head of Creative Management to spend about 75% of their time on creative production, and 25% on other generalist tasks.

Responsibilities may include:

Lead FEM's creative production - 75%

- Co-create creative concepts with the Head of Research and Learning and our local partners, based on our research findings
- Lead the development of compelling storylines, taking into account cultural context, and educational goals
- Manage, project specialists such as creatives and content producers
- Maintain relationships with local implementers, radio stations, creatives, production companies, and media houses
- Liaise with the rest of the team to learn from past results and use new insights to improve new production

Serve in a generalist capacity, depending on the Head of Creative Management's skills - 25%

- Contribute to key organizational decisions, such as choosing expansion locations and hiring
- Conduct other intervention-related tasks depending on the requirements of the role
- Manage interns, one-on-one and in teams, working on a range of research and analytical projects
- Engage in bi-weekly team meetings
- Identify ways we can improve our processes and practices and suggest improvements
- Conduct other tasks depending on the requirements of the role and the Head of Creative Management's skills

Qualifications

We're looking for a skilled story-teller and an experienced manager. The successful candidate must be 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 Head of Creative Management will possess some or most of the following skills:

- **Excellent decision-maker:** skilled at breaking down complex problems and, together with the senior management team, arriving at decisions that best increase our impact
- **Skilled story-teller:** has experience crafting entertaining storylines
- **Skilled communicator:** creates powerful, compelling written communications and concisely conveys complex ideas

- **Skilled manager:** can manage people and processes in a structured way while maintaining good relationships with all parties involved
- **Constructive team player:** enjoys working in a team, values feedback, and effectively collaborates with colleagues from diverse cultural backgrounds
- **Process-oriented leader:** follows organizational processes and has an interest in finding ways to improve them
- **Strong generalist:** a fast learner who enjoys a challenge and is able to independently progress on important projects throughout our organisation
- **Engaged entrepreneur:** takes initiative and actively seeks to improve the way we currently run our organization

The ideal Head of Creative Management will be experienced in creative production and team management in the global health space.

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

Benefits of working at FEM

- **High impact:** Enabling the successful scaling of our model can improve the lives of thousands of families. Our intervention was chosen for its high cost-effectiveness and strong evidence base from 188 ideas evaluated by Charity Entrepreneurship [\[1\]](#)
- **Personal growth:** You are guaranteed to be challenged with a wide range of tasks and receive rapid and implementable feedback
- **Work environment:** You will join a team of involved and committed entrepreneurs with aligned values and goals. We care about continuous improvement, and we listen and take the ideas and viewpoints of all our team members seriously
- **Community:** You will have the opportunity to become a part of the Charity Entrepreneurship community and connect with experts in the field
- **Job satisfaction:** You will experience a high level of freedom and autonomy, and you have the opportunity to work from anywhere
- **Entrepreneurial experience:** You will experience working with a start-up and gain insight into the entrepreneurial process

Further details

- The Head of Creative Management should be capable of working in a remote environment.
- We strive to recruit talented leaders while maintaining a cost structure that allows us to be highly cost-effective
- 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 we have designed our application process to reflect this. The first step of the application process should take about 20 minutes, and we only ask for more time from applicants we think would be an excellent fit for our organization

If you have any questions about the position or application process, please reach out to acthorsheim@familyempowermentmedia.org. I am happy to have a conversation!

Learn more

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