MS20300B
DIGITAL HEALTH PROMOTION OFFICER

Level 6

Reports to (Hierarchical)
HPCE Supervisor or Manager (if in project); Medco or Deputy Medco (if in mission)

Reports to (Functional)
Digital Health Promotion Unit Coordinator

Job Family
Medical & Paramedical

Main Purpose
Contribute to the implementation of digital health promotion strategy in the project for programmatic use, according to the overall project health promotion strategy and MSF standards. Supporting health promotion and community engagement activities of the project through digital tools, with strong emphasis on social media. All digital health promotion intervention should be in line with MSF’s guiding principles including medical ethics, data protection and branding.

Accountabilities
- Producing and editing content for MSF digital health promotion interventions, in line with MSF’s guid-ing principles, including medical ethics, data protection and branding. Suggesting innovations for content creation and approaches to reach MSF's digital health promotion target groups (Facebook, WhatsApp, Google search ads).
- With support from relevant MSF medical supervisors, responding to comments and conversations and providing HP services to a variety of MSF target populations.
- Helping MSF to build its digital health promotion services internally: monitoring, setting up correct processes, structuring.
- Providing support for trainings on social media for the HP team and first responders.
- Assisting sister national and regional projects upon request.
- Monitoring MSF DHP social media accounts and report to the line manager on problematic com-ments.
- Monitoring backend analytics and evaluating engagement of target population by geographic loca-tion, demographics, etc.
- Contribute to overall HP strategy, with a coherent MSF digital health promotion strategy
- Undertaking daily work in line with the broader health promotion and operational goals of MSF.
- Participating in communication of data-collection and reporting as required.

Education

- Bachelor's Degree or relative diploma qualification in Marketing, Communica-tions, Advertising, Business Studies, Public Health, Health Promotion or related field is desirable.
- Online/digital marketing certificates are a plus.
- Registered Counsellor certificate is a plus
- Candidates without a degree may be considered if they possess significant additional experience in social media management, monitoring and content production

Experience

- At least 2 years of professional experience in social media management and community building, social media content production and messaging & social media monitoring and reporting.
- Desirable: 2 years of previous experience in NGO sector and/or experience with patient support / health promotion activities.
- Demonstrated successful experience in implementing social media strategies.
- Graphic design and video production experience highly desirable.

Languages

Essential:

- Fluent spoken and written English.
- Fluent spoken and written local languages.

Knowledge

- Good writing skills. Good understanding of health promotion, public health & social media.
- Strong empathetic ability, as well as a mental fortitude to function in a sensitive and traumatising context of MSF patients.
- Ability to design HP messages according to target populations.
- Proficiency with Microsoft Office
- Proficiency with content creation tools (Adobe Creative Cloud) highly desirable.
- Managing social network accounts and communities on Facebook as well as other platforms. Including platform technical capabilities, social media analytics.
- Creative and flexible approach to work, and ability to work well within a team.

Competencies

- Results and Quality Orientation L2
- Teamwork and Cooperation L2
- Behavioural Flexibility L2
- Commitment to MSF Principles L2
- Stress Management L3

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