OM00900
RESPONSABLE COMMUNICATION TERRAIN

Niveau 10

Responsabilité Hiérarchique
Head of Mission (cite which section is direct line manager of the position) - or Field Communications Coordinator (depending on the set-up)

Responsabilité Fonctionnelle
Communications Advisor (CA in HQ, cite the section) or Field Communications Coordinator (FCC) depending on the set-up. Digital Focal Point (if applicable)

Domaine Professionnel
OPERATIONS

But principal
MSF uses public communications to support its medical humanitarian action, to bear witness on the crises it works in, to make its work known to the public, and to secure and sustain public support for its social mission, including through fundraising and recruitment efforts.

The purpose of the Field Communications Manager (FCM) is to define, oversee and implement communications strategies in direct support of MSF's medical humanitarian programmes and social mission.

Responsabilités
Strategies for operational communications and bearing witness.

- Defines and manages communications strategies in the country, under the supervision of Heads of Mission and in collaboration with Communications Advisors (CAs) or the Field Communications Coordinator (as applicable), staying responsive to operational needs, emergencies, and crisis situations, with effective prioritization.
- Alerts on unfolding situations in MSF project areas that may require public communication by MSF.
- Seeks opportunities to highlight underreported crises.
- Identifies significant issues across MSF operations relevant to communications and advises on messaging and public positioning, collaborating/coordinating with humanitarian affairs managers as needed (as applicable)
- Develops and/or updates a Country Communications Framework (CCF) which provides an overview of all operational communications priorities in the country in collaboration with Communications Advisors (CAs) or the Field Communications Coordinator (as applicable.)
- Develops guidelines in country for crisis communications management.
- In emergencies, ensures timely delivery of guidance and content for journalists, the MSF communications network and for public release, as outlined in the MSF Emergency Communications Framework, in line with the Emergency Fundraising Policy as needed.

Develops, Drives and oversees dissemination and engagement strategies:

- Drives and oversees all media management in the country, including national and international media, traditional media outlets and their online versions, digital channels, influencers, and citizen media. May delegate / share responsibilities with other field communications staff in the country, such as managing media relations, pitching content, coordinating media events or visits to MSF projects, depending on the team's structure.
- Collaborates with MSF digital teams (in country, in the region or other) for strategic dissemination and engagement on MSF social media channels.
- Identifies media and/or communication training needs for operational staff and organises the necessary training.
- Acts as a spokesperson for MSF when required.

Content production:

- Decides on communication tools based on agreed objectives, messages, and target audiences.
- Transforms operational or medical information into a communications angle relevant to the humanitarian/health situation.
- Guides production, collects material, and produces timely content (AV, flash quotes, press releases, tweets, or other relevant types of content,) in accordance with the strategy and budget and in response to rapidly evolving situations of relevance.
- Contributes to content production at headquarter level by supplying material (such as information, testimonies, pictures, videos, etc) to the Communications Advisor (CA) or other communications staff.
- Follows MSF communications ethical guidelines in all materials directly collected and produced, such as on consent, on DEI (diversity, equity, and inclusion), and other relevant communications standards or guidelines.
- Maintains a record of communications production in the country to enhance institutional memory.

Digital and media monitoring

- Uses digital and media monitoring to build, update and strengthen understanding of the media landscape, of audiences, of public narratives of relevance, and to track MSF coverage, and identify misinformation or reputational challenges.
- Ensures that problematic mentions of MSF are promptly reported to operations and/or communications as needed, advises how to address them, and supervises or leads the response.

Internal stakeholder engagement and reporting:

- In the absence of a Field Communications Coordinator, the FCM is the primary focal point for heads of mission in the country on public communications. The FCM engages with Heads of Mission, field coordinators, medical coordinators, and humanitarian affairs, and other relevant operational colleagues, to understand needs, advise on strategy and public messaging, and coordinate requests for communication support.
- Develops regular reporting mechanisms on planned activities and achieved results.
- In case of other field communications teams in the same country, field comms staff are responsible of informing one another of activities and coordinating the use of common tools, such as digital channels and managing press relations.

Global MSF communications network:

- Provides the MSF communications network with firsthand updates and guidance on the operational and humanitarian situations, advising on communications opportunities and messaging.
- Responds to the MSF communications network's requests by providing content for international use, facilitating journalist visits, or contributing to specific campaigns or fundraising efforts, when possible.

Team management and budget

- When applicable, the FCM manages, supports and supervises staff under their direct responsibility.
- When applicable; the FCM produces an annual communications budget for approval to the Head of Mission (s) and communications department at HQ.

Éducation

Essential: University degree in a relevant field, such as in journalism, communication Development, Political science or International Relations.

Expérience

- Essential: Previous working experience of at least 4 years in communication, journalism or public relations,
- Essential: Experience in MSF or other International Ngos working in humanitarian contexts
- Desirable: Team management

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