OC08400
FIELD COMMUNICATIONS COORDINATOR / PROGRAMME COMMUNICATIONS COORDINATOR

Level 12

Reports to (Hierarchical)
Head of Mission (cite which section is hosting the position); Reports to each head of mission for issues on their specific OC and to all Heads of Mission on collective issues

Reports to (Functional)
Communications Advisor (CA in HQ, cite the section) Or Communications Coordinator (cite section)

Job Family
Operations

Main Purpose
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 Coordinator (FCC) is to lead, coordinate, and facilitate operational communications in highly complex settings. These are settings which require a high level of coordination and prioritization of strategies and public positioning. The FCC is part of the country coordination teams, defines and oversees the communications strategy in the country/crisis, and acts as communications focal point for all heads of mission, advising on public positioning and strategy.

The role of the FCC adjusts to the level of intersectional collaboration within MSF in the country. The FCC leads joint initiatives when strategies are shared, promotes synergy and coordination among OCs when strategies are separate, and initiates and leads individual OC strategies when required.

Accountabilities
Strategizing, leading, and coordinating communications, public positioning and bearing witness:

- Leads and drives discussions on bearing witness and speaking out: promotes the value of bearing witness as part of MSF social mission and takes into account field constraints and opportunities.
- Leads, shapes and oversees all intersectional communications strategies on the country/crisis, and sectional communications strategies when required.
- Drives discussions on communications strategies and public positioning with Heads of Mission (collectively and individually) and acts as sparring partner on these issues with operational team members in the country (field coordinators, head of mission, medical coordinators, humanitarian affairs, etc) and with Communications Advisors in HQ.
- Builds a solid understanding and analysis of the humanitarian context, of media narratives, of relevant digital trends, of overall space speaking out, of the audiences MSF is targeting, and of how public narratives and topics of interest to MSF are being shaped and developed.
- Leads the development and implementation of an annual Country Communications Framework (CCF) which provides an overview of collective and individual OC

communications priorities in collaboration with the Communications Advisors (CAs).
- Coordinates the communications priorities of operational centres (OC) and finds solutions that can enhance the timeliness and effectiveness of individual OC and collective communications initiatives.
- Capitalizes on communications best practices and experiences across all OCs in the country and evaluates the cumulative effectiveness of communications strategies and initiatives.
- Leads a Crisis Communications response plan acting as first responder in case of a crisis, supporting operations teams in the country and leading the field communications teams.
- In case of an emergency acts as first communications responder and refers to the 'MSF emergency communications framework and the emergency fundraising policy to understand MSF’s communications approach to emergencies, adapting to the ground reality as needed.

External engagement and dissemination

- Actively networks with editorial leaders, prominent journalists and correspondents of key media outlets and relevant influencers.
- Develops media engagement strategies (local and foreign correspondents, regional media, etc) and digital engagement strategies (influencers, social media tools, etc) to strengthen dissemination channels towards key audiences (nationally, regionally or internationally) according to MSF priorities in the country.
- Ensures that dissemination is carried out effectively by the communications team through digital tools and media based in the country (digital engagement, pitching to journalists, media visits, press briefings, engaging with influencers, etc).
- Develops contacts and liaises with communication personnel from other relevant organizations and institutions (ex, other NGOs, ICRC, UNICEF, UNHCR,) and liaises with national and local authorities on communications matters as necessary.
- Acts as spokesperson for MSF when needed.
- Flags key events or humanitarian developments to communications advisors and Hubs.

Content production

- Coordinates and oversees content production plans across multiple projects, and participates in producing timely content as needed (flash quotes, press releases, etc).
- Oversees initiatives to engage and train operational teams as key contributors to communications, such as through media training, as speakers for multimedia products, as social media ambassadors or other.
- Is responsible for the quality of the content produced and published under their responsibility/lead/team ensuring they follow MSF standards.

Monitoring context and public narratives

- Maintains an ‘early warning system’ on national/regional issues and news, ensures that major media /digital trends are monitored and provides analysis to relevant staff in the country and HQ.
- Oversees and manages the monitoring and evaluation of communications initiatives to measure outcomes and extract lessons learned. Beyond quantitative results, conducts discourse analysis on reactions to MSF communications and provides insights on their implications for future communications strategies.
- Provides analysis on how other organisations (governments, UN, NGOS etc) communicate on relevant issues in collaboration/coordination with advocacy/humanitarian affairs (as applicable)
- During a crisis or critical incident, ensures that monitoring and reporting systems managed by the communications team are responsive to operational priorities and needs.

Coordination and reporting to operations

- Attends the intersectional HoM meetings and, when relevant, attends other coordination meetings held by the MSF OCs present in in the country.
- Attends the interdesk meetings when needed for public positioning and communications..
- Coordinates incoming requests for communications support from field projects, evaluates with operational stakeholders the feasibility of requests and future opportunities, and in case of high demand, defines with stakeholders which communications needs are to be prioritized.
- Establishes quick and clear sign-off systems for communications initiatives with relevant stakeholders in OCs
- Develops regular reporting mechanisms which provide operations with visibility on planned activities, and results, and on the communications team’s work.
- Briefs, reminds, and updates all stakeholders on MSF global communications framework (‘Telling it as it is’), on communications guidelines as relevant (ethics, DEI - Diversity, equity and inclusion, social media, emergencies, AV, logo, etc), on agreed set-ups and systems (for sign-off, for dissemination), CCFs, and provides visibility to ongoing priorities and strategies.

MSF communications network focal point

- Is the primary point of contact in the country for the MSF communications network, provides advice on potential communications
- opportunities, key messaging, and communications guidance.
- Liaises with other MSF communications staff in the region to ensure coherence in MSF's regional communication strategies and approaches.
- Coordinates and responds to incoming requests from MSF communications network's, including to support journalist visits, contribute to specific campaigns/content and to fundraising requests as feasible and delegates/dispatches to other field communications staff as needed.
- Engages proactively with relevant members of the MSF communications network to enhance operational communications capacity (such as seeking support for media relations, social media use, editing and production, translation services, outreach to diasporas or key public advocacy actors, support in monitoring and evaluating digital performance metrics, etc).

Communications ethical guidelines and principles

- Ensures that communications teams in the country are aware of and follow communications ethical guidelines, including on DEI (diversity, equity, and inclusion), and that consent systems are in place for the collection and production of content.
- Highlights and addresses any ethical concerns that arise in MSF communications, engaging with communications staff, operations, or other relevant stakeholders, facilitating discussions and resolutions, or seeking support to do this as needed.

Budget, management and coordination of Field Communications staff

- Line manages MSF Field Communications staff in the country as per the agreed setup. Guides, supports, and seeks to strengthen the capacity of field communications staff under their responsibility. Coordinates work, organizes priorities, with regular activity plans.
- Flags potential gaps in communication resources in the field, drives proposals on the set-up and leads recruitment if necessary.
- Liaises with separately managed field communications teams (if any), and organises regular information and knowledge sharing amongst all field comms and promotes collective learning.
- Is responsible for establishing, presenting, managing, and updating the country's annual communication plan and budget.

Education

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

Experience

- Essential: At least 5 years professional experience in communications, journalism or public relations.
- Essential: Field experience with MSF or other international NGOs
- Essential: Experience in Crisis Communication.
- Essential: Proven experience in Digital Communications
- Experience in team management

Languages

- Essential: Proficiency minimum C1 in English.
- Desirable: Other MSF working languages (French, Arabic, Spanish) are considered strong assets

Knowledge

- Analytical thinking and strategic vision (definition & linking of objectives, audiences, channels & formats)
- Planning and organization.
- Media management relations.
- Ability to be a spokesperson and train other spokespersons.
- Ability to identify strong storylines to tell and turn them into communication products.
- Strong oral and written communication skills.
- Crisis communication management.
- Well established people management.
- Capacity to negotiate.
- Budget management

Competencies

- Outstanding organizational and public communications skills
- Optimises interaction between MSF and its environment
- Analyses and interprets contextual variables, applying them to the design, and adapts security rules and security management
- Acts by example
- Builds team spirit within the organisation
- Seeks mutual benefit
- Enables others to organise
- Makes complex plans and/or analyses
- Promotes stress management and reduces other people’s stress
- Develops actions to promote the best response to the needs of MSF
- Develops actions which stimulate integrating behaviours
- Commits to MSF and takes actions to influence and develop MSF’s principles
- Robust expertise in crisis and public relations
- Strong analytical abilities with a track record in media management, social media/community engagement and disinformation
- Proven understanding of media operations and strategy implementations
- Capable of managing and delivering multiple projects simultaneously maintaining high standards under pressure
- Willingness and able to travel on MSF field locations with a very short notice
- Adaptable skills in a fast-paced environment
- Analytical thinking and strategic vision (definition & linking of objectives, audiences, channels & formats),
- Media management relations including media landscape mapping and analysis and Media engagement planning (pitching, dissemination, organisation of press events/briefings).
- Media monitoring, ability to be a spokesperson and train other spokespersons.
- Ability to identify strong storylines to tell and turn them into communication products.

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