OS01602
FIELD MULTI-MEDIA OFFICER / PROGRAMME MULTI MEDIA OFFICER

Niveau 7

Responsabilité Hiérarchique
Head of Mission OR Field Communications Manager OR Field Communications Coordinator (depending on the set-up)

Responsabilité Fonctionnelle
Depending on the set-up this may be one or more of the following: Communications Advisor (CA in HQ), Field Communications Coordinator (FCC), Field Communications Manager (FCM), or AV Focal Point

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 Multimedia Officer is to help implement operational communications strategies through the collection, production, editing and curation of multimedia content.

Responsabilités
Content Production and Management:

- Spots, collects, produces, edits, and curates multimedia content (audio, text, photos, videos) for use on MSF's digital channels, for other MSF communications needs, and for external media, according to operational communications strategy and budget.
- Maintains an up-to-date network/list of external designers and audiovisual providers (photographers, film makers, video editors, animators etc) in collaboration with HQ AV focal points.
- Produces in country photo, audio-visual and/or digital content, in alignment with MSF’s policies, guidance and frameworks, such as video, photos, audio, written testimonies.
- The FMO is in charge of collecting multimedia content, productions and audiovisual projects in the frame of CIFs and CCF and in collaboration with the CA and AV focal point. He participates to kick-off meetings.
- Ensures all multimedia tools and content produced from the country of posting are aligned and complies with the MSF communications, audiovisual and ethics international guidance (Telling it as it is, AV content production guidance, Image ethics guidance).
- Ensures that multimedia content accurately portrays MSF operational information that is used in public communications and transforms jargon into engaging content by using story telling skills (such as mortality, morbidity, # of patients vs # of consultations, etc) and of the information’s immediate relevance when producing content (e.g., how

people were affected, what type of medical intervention took place, etc), exchanging with MSF resource people as needed.
- Archives relevant content into the MSF international media database (including consent forms used

Quality and standards:

- Ensure MSF's audiovisual quality and ethical standards (MSF communications ethical guidelines, DEI Diversity Equity and Inclusion, AV guidelines, logo guidelines) are met in all productions and promotes best practices within the team.

Communications tactics:

- Advises on multimedia production and communications tools to support the communications strategy, based on objective, message, and target audience.
- Finds innovative ways of storytelling, especially on issues that are difficult to communicate visually
- Keeps up with new technologies and trends, suggesting new and creative formats to improve MSF's audiovisual content.
- Identifies opportunities to raise visibility of underreported crises that MSF sees in the country.

Capacity Building and Team Support:

- Identifies training needs for the communications team and helps with AV skills enhancement.
- Trains MSF field staff to collect simple audiovisual content using smartphones.
- Oversees the communication team's audiovisual equipment, ensuring proper inventory, maintenance, and updates.

Engages with the MSF communications network

- Liaises with MSF communications network, such as AV focal points, communities of practices and working groups to sustain and enable a constant knowledge-management environment with MSF platforms.
- Responds to incoming requests from the MSF communications network when feasible.
- Liaises with MSF communications network (hubs, sections, branches), actively feeds and contributes to the yearly international AV meetings and AV communities of practice to bring the knowledge of the project’s context and to maximise the impact of the dissemination of multimedia productions.

Reporting

- Regularly reports on communication activities, impact and outcomes.
- Documents experiences, incidents, and challenges in audiovisual production to share with the Field Communications team and the MSF AV group for collective learning.
- Regularly reports on the development of any multimedia assignments with CAs, AV focal points and Field Coms Managers/Coordinators (Choose the right manager according to the set-up in place).

Éducation

- Essential: University Degree in a relevant field.
- Candidates without a University of College education may be considered if they possess significant additional experience (5-plus years) in AV production, in particular for digital use

Expérience

Essential: At least 3- 5 years of professional experience in collecting and producing and disseminating multimedia content and social media production for NGO, broadcast/digital journalism, or agency production

Languages

- Essential Proficiency minimum B2 in English,
- Proficiency in local languages is an asset
- Other MSF working languages are considered as an asset: French, Arabic and Spanish

Connaissance

- Video shooting & editing (including use of tools such as Capcut/InShot, Adobe premiere, Pro/Final Cut pro and/or other editing software).
- Photography & photo editing, build up & manage a network of local freelancers (photographers, videographers, graphic designers etc.)
- Multimedia pre-production, production and post-production skills and proven knowledge of multimedia processes & workflows
- Video copy/script-writing and storyboarding skills
- Ability to identify strong storylines to tell compelling audiovisual stories,
- Desirable: basic graphic design skills or working knowledge of graphic design tools such as Adobe Creative Cloud and Canva.

Compétences

- Strong Organizational and 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
- Seeks mutual benefit
- Develops actions to promote the best response to the needs of MSF
- Commits to MSF and takes actions to influence and develop MSF’s principles
- Capable of managing and delivering projects maintaining standards under pressure
- Willingness and able to travel on MSF field locations with a very short notice
- Ability to identify strong storylines to tell and turn them into communication products.

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