

Médecins Sans Frontières Suisse has a vacancy for a

# Communications & Advocacy Advisor (CAA)

**Based in Dakar, with travel in OCG mission when needed**

## Mission

The Communications and Advocacy Advisor (CAA) is the focal point for operations in the Communications and Fundraising department of Operational Centre Geneva (OCG) and Médecins Sans Frontières (MSF) Switzerland.

The position is assigned to a portfolio of countries within an operational cell. The CAA is the sparring partner of the Cell Program Manager for strategic communications and advocacy strategies, particularly those involving critical humanitarian stakes. The position strategically supports the operations department at both the HQ and mission-levels with strategic communications and advocacy intended to catalyse a change to benefit the people we assist. This position provides input on the design, approaches and tools to achieve the biggest impact. The position plays a coaching role as technical referent for the communications and advocacy staff in the field. The position will be intimately familiar with current events and key trends in the evolution of the humanitarian/medical environment and be able to translate that knowledge into actionable insights for MSF.

## Your Responsibilities

### Main responsibilities as a Communications Advisor

- Actively ensure the development and final approval of intersectional Country Communications Frameworks
- For her/his portfolio of countries, provide strategic support to the Program Managers, Heads of Mission and field communications staff in the design and implementation of communication strategies and tools
- Approves of all communications content on behalf of the program manager, unless formally delegated to other communications staff within an agreed frame:
  - Approval of visibility and acceptance communications packages and products
  - Approval of leverage communications packages and products, ensuring messages are pre-agreed with PM/DPM/HoM
  - Approval of social media content
  - Approval of country sections in MSF annual reports, including the International Activity Report and the OCG annual report
- Ensure the protection of MSF's logo, identity and reputation in countries of operation and with regional/international stakeholders that can influence MSF operations in the relevant countries
- Ensure mapping and follow up of MSF's approach to relationships with key stakeholders at mission, regional and international levels
- Signal issues on which MSF should consider positioning itself publicly and bilaterally, based on its medical activities and observations, and define strategies, messages and tools for communicating such issues.
- Produce, or support in the production of: articles, press releases, packages and other communications materials such as Q and As/talking points, in order to provide quality communication materials to the MSF movement, when necessary.
- Lead strategic cross media communications packages comprising online media tools.
- Represent OCG operations in intersectional platforms, including operational and partner sections and MSF diplomacy and representation teams, ensuring consistency of messages across the movement.
- If necessary, assist the field communications staff in handling key media requests and organising high-level field visits of journalists in the countries of her/his portfolio.
- Follow innovations and trends in communications, media and digital.
- Maintain an up-to-date understanding of the communications stakes in the various countries of her/his

portfolio. Report back outcomes of field assignments. Share significant outputs and flag communication issues.

- Undertake regular field visits to work on strategy and support throughout the year (at least 2 months).
- Participate in the cell's and department's meetings and working groups.
- Act as spokesperson (if need be).
- Upon request of the Head of Operational Communications and Advocacy Referents, take on any specific projects.

### Main responsibilities as an Advocacy Advisor

- Advise the Cell Program Managers (PM), the Deputy Program Managers (DPM), the Medical Advisors, Heads of Mission (HoM) and advocacy manager/coordinator on operational advocacy strategies
- Along with the cell PM, approve advocacy strategies developed and proposed by missions as part of annual planning cycles
- Coordinate, at cell level, the development, implementation and monitoring of missions' advocacy strategies and ensures that they are aligned with overall operational priorities and consistent with regional and international MSF initiatives
- Help define the mission's advocacy set-up, capacity building and HR approach
- Act as the technical referent to positions at field level in charge of advocacy (Humanitarian Affairs Officers and Advocacy Managers, etc.), to guide and orientate their work (analysis of the humanitarian environment, definition of key humanitarian themes, monitoring of protection trends, analysis of key influencers, building of advocacy strategies, collecting data, writing of papers, etc).
- Ensure that missions' advocacy strategies are in line with OCG Operational Advocacy Framework and supports cells and missions in their understanding of the OCG Advocacy Framework, promoting an overall coherence within the house.
- Ensures that the mission advocacy strategy is developed and implemented in collaboration with other departments at mission, regional and HQ levels, other units within MSF (with a key focus on operations, medical and communication departments) and OCG's Operational Advocacy Platform.
- Interacts with HQ advocacy counterparts in other MSF's Operational Centers.
- Participates in MSF's overall efforts of reflection on the humanitarian landscape and actions, through attending debates, workshops or conferences, and bringing innovative thinking into the organization.
- In collaboration with available expertise in MSF, supports operational teams (Cells and Missions) with political and contextual analysis shaping the humanitarian landscape, as well as issues MSF wants to leverage or influence.
- Actively participates in the development of OCG advocacy framework.
- Follow evolution of context and trends that could impact MSF's operations in relevant countries.

### Capacity Building

- Support MSF missions in the matching (contract assignment), coaching, briefing and debriefing of field communications and advocacy staff, with particular emphasis on first mission and national staff
- Participate in the conception, preparation and implementation of communication, advocacy and operations training modules
- Brief and debrief senior operational staff

### Emergency support

- On call 24/7 and able to travel abroad on short notice
- Attend crisis calls and meetings; write and share internal/external updates
- Support the emergency desk in its communications and advocacy initiatives for major emergencies, upon request
- Participate in crisis management teams on critical incidents, when needed

### Others

- Though based in Dakar, s/he is expected to spend significant time on the field (estimated at 2 months per year).
- Upon request of the Head of Operational Communications and Advocacy., s/he takes on specific projects.

## Your Profile

### Education

- At least three years of professional experience in Communications or International Journalism or Political Science degree

### Experience

- **5 years professional experience journalism and/or communications, and/or advocacy in the humanitarian sector, and/or MSF ops experience**
- Track record of developing successful communications or advocacy strategies

### Technical Skills

- Solid understanding of dilemmas associated with humanitarian assistance
- Strong knowledge of crisis communications and public relations skills
- Available to travel to the field with very short notice for a cumulative minimum of eight weeks per year
- Excellent writing, editing, and proofreading skills including ability to accurately synthesize complex and sensitive material to produce content for publication
- Demonstrated understanding of how media works at national, local and international level

### Languages

- Highly effective oral and written communication skills in English
- ability to understand oral and spoken French is an asset

### Personal qualities & requirements

- Solid understanding of dilemmas associated with humanitarian assistance
- Strong knowledge of crisis communications and public relations skills
- Available to travel to the field with very short notice for a cumulative minimum of eight weeks per year
- Excellent writing, editing, and proofreading skills including ability to accurately synthesize complex and sensitive material to produce content for publication
- Demonstrated understanding of how media works at national, local and international level
- A strong sense of initiative combined with team spirit
- A sense of humor

## Terms of Employment

- **Field contract, fixed-term of 18 months, 100%**
- **Based in Dakar (OCG HQ decentralized function)**
- Ideal starting date: as soon as possible
- Salary according to the Swiss salary grid IRP2 (to be determined)

## How to apply

Candidates submit their application following the requirements: CV 2 p. max. – letter of motivation 1p. max. – in English or French. **Closing date for application is 6<sup>th</sup> March 2019.**

**[APPLY HERE](#)**

**The applications will be treated confidentially.  
Only short-listed candidates will be contacted.**

For more details on the job offer or MSF, please visit our website: <http://www.msf.ch/travailler-avec-nous/>