



JOB DESCRIPTION

SENIOR REGIONAL COMMUNICATIONS MANAGER

Based in **Dakar**

GENERAL CONTEXT

Médecins Sans Frontières is an international independent medical-humanitarian organization, which offers assistance to populations in distress, to victims of natural or man-made disasters and to victims of armed conflict, without discrimination and irrespective of race, religion, creed or political affiliation.

MSF is a civil society initiative that brings together individuals committed to the assistance of other human beings in crisis. As such MSF is by choice an association. Each individual working with MSF does it out of conviction and is ready to uphold the values and principles of MSF.

The MSF movement is built around five operational directorates supported by MSF's 21 sections, 24 associations and other offices together worldwide. MSF OCBA is one of those directorates. The operations are implemented by field teams and the mission coordination teams; together with the organizational units based in Barcelona, Athens and decentralised in Nairobi, Dakar and Amman. The field operations are guided and supported by 5 Operational Cells, the Emergency Unit and other departments supporting operations.

MSF in West and Central Africa – background information

MSF currently runs medical and humanitarian activities in 13 countries in the West and Central Africa region ⁽¹⁾, with the volume of operations changing according to need, in particular with emergency response. Current activities includes projects related to conflicts in Nigeria, CAR and Mali and resulting displacement and refugee crises; high instability in the Sahel region, including complex arrays of armed groups; epidemic responses (e.g. Ebola, measles, cholera) as well as long-standing structural health issues (e.g. malaria, malnutrition). The Dakar office is today a decentralised operational office characterised by a dynamic innovative environment and growing unique regional expertise.

(1) Guinea, Guinea Bissau, Sierra Leone, Liberia, Ivory Coast, Mali, Niger, Nigeria, Chad, Cameroon, CAR, Burkina Faso, DRC.

MAIN PURPOSE OF THE ROLE

The RCM position strategically supports Médecins Sans Frontières (MSF) Operational Centres as a regional communications specialist. The RCM position was created six years ago. S/he is the MSF regional focal point for media, responsible for generating a better understanding of MSF's operations and raising awareness about humanitarian crises in the region. In case of an emergency, the RCM can act as a 'first responder' providing support to field communications teams in the region. S/he will leverage regional and international media to support the field communications managers and officers present in the region and undertake gap fills whenever required.

KEY RESPONSIBILITIES

24/7 Media management in West and Central Africa (including digital):

- Engage and correspond with key media (local, regional and international) based in the region and serve as the MSF media focal point.
- Build and maintain a well-functioning, strategic network with regional and international media and correspondents in Dakar and other West Africa media hubs (Abidjan, Accra, Abuja, etc).
- Strengthen our capacity by providing support through café presse, press conference, digital engagement, 24/7 and week-end back-up system
- Profile MSF's work, projects, and concerns on humanitarian crises in the region among regional and international media and audiences.
- Advise on media opportunities and effective dissemination strategies to ensure targeted MSF communications that are well covered.
- Monitoring and reporting on operations context especially during crises, in conjunction with actor mapping, identifying influencers, and activating social media listening tools (Talkwalker) to support field communications.
- Facilitate journalists' field visits to MSF projects and pitch key issues/projects to journalists.
- Act as a spokesperson for MSF communication, as needed.
- Provide periodic qualitative reporting about the media landscape in the region (including clippings), and ensure a level of expertise on media in the region (international media and correspondents, audiences, etc.) and for the region.

Operational communications support as needed and emergency response:

- Be available to act as first responder at time of crisis, technical and strategic advice and fill gaps in the region when needed for unexpected gap fills.
- Respond to technical requests and questions related to the region, emergencies, reputational attacks, audience development (media and online) in countries, provide a reality check on what the media is interested in, share info/ communications with journalists, fans/ followers, regional organisations in Dakar.
- Provide analysis on MSF initiative in a context, look into other discourse from other actors
- Supports with digital tools on ops coms activities: FB ad, online dissemination strategy, tailor content as needed.
- Assessment on digital in countries in the region on demand
- Train Ops coordination with social media listening and coms in the region (FCM; FCO; CAs)
- Connecting: Be part of the Digital Working group for Ops coms.
- Provide support for recruitment, training and coaching of field communications officers in the region as needed.

MSF communication efforts in the region:

- Maintain an 'early warning system' on regional issues and news. Monitor major media and social media trends for specific locations and provide this analysis to communication staff.
- Provide communications advice on regional issues and advise field teams on specific communications issues relevant for the region.
- Flag communications opportunities and risks, including those that require reactive support.
- Network with communications officials of UN/other agencies and NGOs based in the region. Analyse how organisations communicate on key issues and provide insight into their public positioning on major issues.
- Represent MSF in relevant regional platforms and meetings (related to public communication), relaying MSF's concerns and priorities.

- Develop communications on identified transversal regional thematic with coms coordinators, Coms advisors and/or desks present in Dakar

Oversight and management of MSF West Africa digital communications:

- Ensure the development of digital and social media strategies tailored for the region.
- Supervise and manage with the support of the regional field digital officer the West Africa accounts and online tools.
- Map and regularly reports on the digital landscape relevant to the region and the West Africa digital accounts.
- Facilitate the identification and recruitment of local cameramen and photographers based in the region.

Team Management:

The RCM manages and supervises the Regional Field Digital Officer as a direct report.

Place within the organisation/set-up:

The RCM is an intersectional position responsible for facilitating public communication for all MSF sections. S/he will report to one of the Communications Coordinators on behalf of MSF's Communications Coordinators group. The RCM is hosted in MSF's regional office in Dakar. **The RCM is responsible for the management of the annual regional communications budget and a regional field digital officer position.**

PERSON SPECIFICATION

Essential

- At least five years of previous work experience in communications, journalism or public relations.
- Previous work experience in media management, content production, and coordinating communication strategies, particularly related to emergencies/crises.
- Experience working for MSF or other international NGOs in developing countries.
- Genuine interest in, understanding of, and commitment to the humanitarian principles, social mission, operations, and challenges of MSF.
- Excellent management and communication skills, outgoing personality, and good representation skills.
- Fluency (written and spoken) in English and French.
- Social media skills.

Desirable

- Degree in journalism, communications, humanitarian affairs, political science or related field.
- Solid knowledge and understanding of the principles of humanitarian action.
- Prior experience in MSF communications.
- Experience working in a strategic communications role in Africa.
- Fluency in French (written/oral), good English, fluency in local languages would be an advantage, but is not essential.
- Photo, video and multimedia skills.

CONDITIONS

- Gross salary 38.601,17 € (4A - HQ Salary grid decentralized office Dakar).
- Frequent travels to West African countries and Sahel
- Duration: 12 months.
- 25 working days per year (paid annual leave)
- Other social benefits (including housing allowance, health insurance, yearly return ticket) according to MSF OCBA guidelines

HOW TO APPLY

- Please follow this link and submit your CV and cover letter

<https://careers.msf-applications.org/job/INTERSECTIONAL-REGIONAL-COMMUNICATION-MANAGER-%28TEMPORARY-POSITION-BASED-IN-DAKAR%29/517890902/>

- Closing date: **February 3rd 2020, 23:59 Central European Time (CET)**
- Replies will only be sent to short-listed candidate

MSF OCBA is a people-focused humanitarian organization that offers a diverse, collaborative, and inclusive work environment. We believe this approach enhances our work and we are committed to equity in employment. We embrace diverse backgrounds of people working together to exhibit their passion in action for the social mission of MSF.

Médecins Sans Frontières, as a responsible employer, under article 38 of “Ley de Integración Social del Minusválido de 1982 (LISMI)” invite those persons with a recognized disability and with an interest in the humanitarian area to apply for the above mentioned position.