



STRATEGIC COMMUNICATIONS ADVISOR H/F

The Regional Office in Dakar is recruiting a **Strategic Communications Advisor** for Geneva who will be based in the Regional Office in Dakar.

Médecins Sans Frontières/Doctors Without Borders, an international medical humanitarian organisation founded in 1971, provides medical aid to people facing life-threatening crises, mainly in situations of armed conflicts, epidemics, natural disasters and healthcare exclusion. The Paris-based operational centre of MSF is present in more than 30 countries.

Mission

You will be responsible for providing strategic advice, coordinating and executing actions from a public positioning perspective, including visibility and local communications,

You will be the first responder in case of an emergency and for crisis communications, this will be at the heart of your activity,

The strategic communications Advisor is the referent and the first responder for a portfolio of countries and/or topics for all public positioning and communications matter (internal/external),

You initiate, develop and drive validation on PR strategies for OCG countries and topics, developing compelling messaging for public audiences as well as media plan and partnerships in line with *Telling It as It is* vision,

Under the leadership of the relevant Operational Program Managers and in collaboration with the relevant Advocacy Advisor, you have a senior role to play in providing your analysis, contributing inputs about positioning, advices on tactics as well as identifying messages and powerful tools for a portfolio of countries and themes. Positioning discussion should happen in triangular mode between RP, SCA and AA and with other inputs (negotiation, UREPH, Dirop, GD...) when relevant,

You validate a regular flow of information on MSF response to humanitarian crises, both within OCG, the movement and externally, and liaises with international media, in partnership with the existing units in the department of operations and the department of communications and fundraising, with the 4 other OCs, the new entities and the hubs,

You go to the field to cover MSF emergency response, particularly but not only for the countries in your portfolio, and act as a sparring and strategic partner of our program managers, heads of mission and field coms staff,

The strategic communications advisor reports to the head of operational communications. You act as back-up to members of the team who are away.

Description of main activities:

Under the leadership of the relevant Operational Program Managers and in collaboration with the relevant Advocacy Advisor, initiate, take part in and contribute with strategic advice to positioning discussions on context and issues by providing your analysis, relevant inputs, guidance on tactics,

Are expected to propose and drive implementation of plans for public position and communications, engagement strategies, messaging and tools in order to communicate MSF mission and activities in consultation with the Program Managers, Heads of Mission and field communications staff,

Gather, develop, and check the accuracy of information with thorough research into accessible narratives,

Have "a nose for news" seeking to find ways to tell the story and impact through engaging articles, video scripts/narration, social media posts/plans and make decisions regarding content and offering solutions.

Main responsibilities:

1. Public Positioning referent

- **Strategic Advice on public position the cell and the field teams**

As the sparring partner to the relevant Operational Program Managers and in close collaboration with all internal players shape, flag, develop and drive the validation of coherent messages, press releases and tools to position MSF publicly (videos and Opinion pieces), and lead strategic communications plan/tactics for public use. Identify speaking out/ "Telling It as It Is" opportunities and drive strategic planning and concrete outputs,

Provide field focused analysis, timely strategic advice on the core identity of the organization and bridge the gaps between

the perceived and desired identity of MSF based on offline and online narratives; Ensure up-to-date monitoring, risk and context analysis on perception and local communications and actor mapping,

Represent OCG operations in intersectional communication platforms, including operational, hubs, entities and partner sections and ensuring consistency of messages across the movement to maximise OCG positioning. Provide and integrate MSF OCG views on intersectional positioning and operational updates,

Translate ideas, objectives, MSF position into messaging that relates to the topic, speaker and intended audiences (offline and online). Develop and write briefings and other communications for executives; articles/White papers, blog, web content translating complicated concepts and ideas. Ensure external and internal communication is joined up and complementary,

Handles unique external/internal projects that surface including work with external partners and organizations to coordinate engagement.

- **Senior Content Management: Designs, Conceptualizes, Coordinates and drives validation of content.**

Produce, drive validation and are accountable of timely production of: articles, press releases, packages and other communications materials such as Q and As/talking points, in order to provide quality and coherent communication materials, messaging to the MSF network,

Are the first source of information (reactively and actively) for the Communications and Fundraising department and for the wider MSF network on OCG activities in a given portfolio or topic,

Act as a spokesperson on issues when required and manage media inquiries. Set-up media opportunities for operations and specialist staff in liaison with communications colleagues,

Are a focal point, lead, drive and coordinate public communications by engaging audiences across the globe on OCG topics and countries on behalf the department of communications and fundraising and to MSF network,

Develop narratives around key initiatives to be shared across MSF network. Oversees tools and produce strategic content, public communication materials such as opinion piece, public facing report, speech for senior management, talking points, public communications guidance (reactive and proactive line) and optimize the form and dissemination of public positioning materials,

Initiate and drive approval of all communications content with the relevant Operational program manager (RP?), 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,
- Approval of Fundraising content,

Build an internal network with relevant units at OCG, in other operational centers and hubs to identify public communications opportunities and provide communications guidance and support; participate in related working group.

2. Be a first responder in case of Emergencies and Crisis Communications

Are on call and able to travel abroad on short notice,

Drive and provide communications expertise and response to the emergency programme manager and the emergency desk in its communications initiatives and/or the other desks to cover the emergencies,

Attend crisis calls/meetings, write and share internal/external updates. Ensure an appropriate flow of internal and external information and handle media requests, liaise with international media, organize the visit of journalists to the field in collaboration with the media units in Geneva or MSF sections/ Field teams and the cell as needed,

Are a member in crisis management teams on critical incidents.

3. Field Communications Management/support and Capacity building

Covers temporarily field coms or other colleagues and provide support and mentoring to develop communications strategies and tools,

Undertake regular field visits to work on strategy, and on specific public positioning in country throughout the year,

Animate and Define the conception, preparation and implementation of training modules for communications and operational staff,

Contribute to the feeding, updating and propose new items of the Online Communication Tool Box,

Briefs/debriefs senior expatriates going on missions,

Work closely with other communications colleagues in terms of monitoring, feedback and retrospective/evaluation impact, and generating ideas and content for campaigns,

Field HR management: listening, matching, recruitment and management of field communications staff. Mentoring, emotional and technical support.

Compétences professionnelles

Skills/ Technical competencies:

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,

Ability to deliver multiple simultaneous projects,

University Master in a relevant discipline such as political science, international relations, journalism, communication management or public relations.

Languages:

Highly effective oral and written communication skills in English,

Ability to understand oral and spoken French is a strong asset,

Knowledge of a local language.

Qualités requises

Personal qualities:

Align with the core values of MSF,

A sense of humour,

Demonstrate behaviours in ways of working: Articulate, creative, strive for impact, listen deeply, collaborate openly, innovate fearlessly, tenacious.

Internal relations

Communications and Fundraising department units,

Operations and Medical departments,

Heads of Missions, local communications officers, field coordinators,

Counterparts in other MSF sections,

Hubs and partner sections.

External relations

Interact with Media outlets, Press officers from partner of MSF, Directors of communications of sections, Directors of operations, General directors, Heads of hubs and All persons/bodies necessary to assume his/her responsibilities

Spécificités du poste

Experience:

5-8 years' work experience journalism and/or communications, and/or content generation (inside or outside of MSF) in the humanitarian sector, and/or MSF ops experience,

Excellent public communications skills and sound knowledge of the media environment,

Proven capacity to work in stressful environment and to tight deadlines,

A year of MSF and/or field experience a strong asset,

An understanding of humanitarian interventions, their principles and ethics,

Track record of developing successful communications.

Conditions of employment:

Open-ended contract, post appointed for 3 years, renewable once: maximum 6 years,

Based in Dakar, with very frequent trips to missions,

An estimate of the monthly net amount for a single person without children is between 2,349,000 XOF to 2,814,000 XOF depending on the valuation of the experiences. This estimate is based on the legislation in force in Senegal on the day of the proposal and is only indicative and not contractual,

A contribution of 5% (gross monthly salary + monthly allowances) to a supplementary pension - retirement,

Education: for children aged 3 to 18, a maximum annual contribution equivalent to 1,800 euros per year and per child,

Health cover: Insurance in the event of death or disability.

Recruited outside of Senegal:

Coming and Returning plane tickets from Dakar for employees and their families at the start and end of the contract,

Settlement package: €2,500 for a single person and €3,500 for a family (The employee is responsible for all other costs related to your accommodation),

Temporary accommodation by MSF if necessary, before installation within the limit of one month.

How to apply:

Applications must meet the following presentation criteria: CV 2 pages max – cover letter 1page max – in French or in English.

The application deadline is June 24, 2022.

The feminine candidacies are deeply encouraged,

Applications will be treated with the strictest confidentiality,

Only the shortlisted candidates will be contacted,

Apply by following the link: in msf.fr : <https://www.msf.fr/agir/rejoindre-nos-equipes/toutes-nos-offres-emploi/strategic-communications-advisor-hf>

Other

Act as back-up in Geneva or in country of operations,

Participate in the unit and department's meetings/working groups,

Upon request of the Head of operational communications, take on any specific project,

You are expected to spend significant time in the field (estimated at a month per year).

Type de contrat : CDI

Date limite de dépôt des candidatures : 15/06/2022