

Médecins Sans Frontières Australia

Communications & Media Manager Job Description

Location	Sydney (Broadway)
Reporting to	Head of Communications
Travel	Domestic and international
Supervising	Medical Communications Officer, Media Coordinator
Status	Permanent / Full time

Organisational context

Médecins Sans Frontières (MSF) Australia is one of 19 international MSF offices around the world committed to delivering medical humanitarian assistance to populations in crisis. MSF delivers medical care based on need alone and operates independently of government, religion or economic influence and irrespective of race, religion or gender.

The Australian section was established in 1995 and has experienced significant growth in recent years. In 2012 Médecins Sans Frontières deployed 163 Australian and New Zealand field staff. In addition more than 130,000 givers donated over AUD\$58 million to the work of the movement. In 2012, the Australian office has been consolidating its communications support to the international organisation's field operations, humanitarian advocacy objectives and marketing requirements.

In 2013 the Communications department in Sydney is consolidating its recent re-organisation and scope of work including redevelopment of its contribution to operations. The department has restructured its operational and medical communications support to Operational Centre Paris (OCP is our primary partner and HQ) and the operations of the movement following a successful period of supporting field and HQ communications needs for Operational Centre Geneva (OCG). The team has also managed on behalf of OCP, OCA (Amsterdam) and OCG to support intersectional communications initiatives in South Sudan, Nigeria, Kenya, Pakistan and Papua New Guinea (PNG).

Therefore in 2013 we have a renewed focus on developing the operational communications strategy in collaboration with our operational and communications partners including OCP and OCG. Part of this strategy has been the long-term desire for our medical teams to be driving key medical messages, research, and publications, specifically MSF Australia's core expertise in the Project Unit, focusing on women's health and paediatrics. These efforts can be channelled by communications into production, editing, dissemination and promotion internally and externally. In 2012 MSF Australia produced on behalf of OCP and the international working group for women's health, the report "Urgent Delivery: Maternal Death – The Avoidable Crisis", which raised visibility of the challenges and strategies to reducing maternal mortality through the provision of emergency obstetric care in humanitarian crises (conflicts and resource-limited settings).

Using this experience and knowledge the Communications department will specifically focus on the development of medical communications on women's health and paediatrics.

In 2012, MSF Australia's media relations program expanded for the first time to incorporate an additional Media Officer to conduct daily media liaison for the purposes of maintaining visibility across humanitarian emergencies (such as the Syria conflict) and long-term crises. Success in the media strategy of recent years mean that this team is now being permanently bolstered which also reflects greater visibility and public positioning ambitions driven by marketing and advocacy. It also reflects the need for sustained visibility on emergencies for the purposes of generating resources for the organisation. The Communications department is committed to sustaining its high level of media coverage, and increasing its influence in the commercial media in Australia, and regional media when relevant in the Asia Pacific.

Overall Responsibility

The Communications & Media Manager is responsible for management of MSF Australia's operational/medical communications and media strategy development and implementation, in addition to the management of a team whose specific responsibility is generating communication of medico-operational activities and making the medical and humanitarian action of the MSF movement, and MSF Australia known to the media, the general public, institutions and key target audiences in Australian and New Zealand society through the media. This role assumes a Department Deputy Head function where required including representing the comms department within the MSF Aus Management Team.

Through direct supervision and oversight of the operational communications strategy in conjunction with media relations activities in Australia and abroad, the role will improve visibility and understanding of the medical-humanitarian priorities that MSF Australia is engaged in direct support to operations, and the crisis situations in which MSF is involved in internationally. The operational communications portfolio also covers the communications objectives surrounding the specific medical issues of paediatrics and women's health affecting MSF operations in the field. This includes the definition of key messages and developing an implementation plan and ensuring activities respond to communications and advocacy objectives of the operations and medical department.

Main Tasks and Duties

Operational communications

- Manage the development and implementation of the MSF Australia Operational Communications Strategy including regional emergency response communications, support to and implementation of the OCA PNG communications plan or other regional operational communications priorities as identified.
- Travel to the field and work in international media liaison or emergency communications officer roles as required by OCP, OCG or as coordinated by the International Office
- Develop, or commission the production of communication materials (written and multimedia) as required by OCP, OCG and the international organisation
- Maintain emergency response communications capacity for humanitarian crises that occur in the Asia Pacific region
- Support the coordination and facilitation of field trips for Sydney Communications team members and staff from other departments when required
- Investigate opportunities with all operational centres to develop mutually-beneficial communications projects based on operational and medical objectives
- Maintain relationships with regional MSF offices and operations departments as for operational communications purposes

Media Management

- Establish and maintain direct lines of communication with the Australian and New Zealand print and electronic media, field media inquiries and also brief journalists as required (specifically in Asia Pacific and PNG)
- Assist the Head of Communications in developing and placing of Opinion Editorial articles in Australian and New Zealand opinion forming media publications
- Ensure maintenance of the media contacts database and regular and timely monitoring and reporting of relevant media coverage
- Prepare, brief and debrief MSF Australia spokespeople for media interviews
- Manage the MSF brief with the media monitoring provider
- Coordinate the development of media projects that support MSF Australia's positioning, marketing and advocacy objectives
- Manage the reactive and proactive facilitation of media visits to field projects
- Manage the implementation of regular media training for all MSF Australia spokespeople
- Manage the relationship with MSF Australia's paid freelance journalists

Medical communications

- Manage the implementation of MSF Australia's new medical communications strategy together with the communications department and the Project Unit
- Ensure the definition of key public messages on a range of issues, including strategies reducing child mortality, and MSF's approach to reduce maternal mortality
- Manage MSF Australia's contribution to the development of MSF international medical comms dossiers with other OCs
- Ensure visibility to issues of maternal and child health for OCP (including internal publications such as Borderlines), and where relevant, the international movement
- Coordinate regular meetings and team availability for communications purposes with the Head of the Project Unit
- Manage the production of high quality communications materials on relevant and identified medical issues, and coordinate the field trips of the Medical Communications Officer
- Produce communications materials and assist with messaging in support of the Project Unit's presence at external events when necessary
- Maintain relationships with international operational working groups such as the Paediatric, and Sexual and Reproductive Health working groups

External Communications

- Contribute to the production of communications materials for MSF Australia website and the international network following field trips to projects
- Contribute to the development and support implementation of marketing projects such as national brand campaigns

Internal Communications

- Share operational information and liaise with other departments ensuring that an adequate level of information is circulated to each audience
- Make presentations to the Sydney office following field trips and emergency communications assignments
- Ensure the maintenance of a database of MSF operational/field worker information
- Share responsibility of briefing and debriefing field workers and identify potential candidates for internal and external communications activities

Budget

- Manage the media relations and operational/medical communications budgets
- Provide quarterly reviews of budget requirements to the Head of Communications

Staff Management

- Effectively line manage the Media Officer and the Medical Communications Officer ensuring that staff carry out their tasks and duties in line with their role requirements
- Ensure that staff receive appropriate development and training to enable them to perform in their roles including the implementation of personnel evaluations and adequate provision for staff for personal development and training as relevant
- Review and monitor performance on a regular basis and provide input into the performance management and development program
- Ensure effective, timely and open communication within and across departments

Relationships

- Reporting to the Head of Communications

- Management of the Media Officer and the Medical Communications Officer
- Coordination with the Head of the Project Unit (Sydney)
- Collaboration with the Project Unit medical advisors for women's health and paediatrics
- Coordination with the Deputy Directors of Communications in Paris and Geneva (Comop), and other OCs where relevant
- Coordination with MSF Japan and MSF Hong Kong for communications on regional emergencies
- Collaboration with the Medical Communications Officer in Paris
- Coordination with the Heads of the Sexual and Reproductive Health and Paediatric Working Groups
- Collaboration with the International Communications Coordinator in the International Office (Geneva)

Selection criteria

Essential

- Strong personnel management skills
- Very high level of communication skills (written and spoken English)
- Good level of understanding of the internal relationships of MSF
- High level of media management skills, including a strong understanding of the Australian media environment
- Commitment to aims and principles of MSF
- Strong understanding of current medical-humanitarian issues and knowledge of MSF communications
- Experience working in an operational or field communications role with MSF
- Significant experience in a communications department of a non-profit or public sector organisation including management experience
- Capacity and willingness to work out-of-hours and weekends at short-notice

Desirable

- Written and oral French language skills
- Relevant tertiary qualification
- Experience in journalism, communications or public relations