



MEDECINS SANS FRONTIERES/DOCTORS WITHOUT BORDERS (MSF) UK

JOB DESCRIPTION

Job Title: Media Manager (Maternity Cover)

Department: Communications

Hours: Full-time, 40 hours per week

Reports to: Head of Communications

Responsible for: Press Officers, Documentary & Features Manager, Press Intern

Location: London

Duration: 9 – 12 months fixed term contract

Grade: 5.1

Salary: £49,862.35 per annum (non-London weighting £46,362.35 p.a.)

MÉDECINS SANS FRONTIÈRES/DOCTORS WITHOUT BORDERS (MSF)

Médecins Sans Frontières/Doctors Without Borders (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, regardless of ethnic origin, gender, religion or political affiliation.

MSF relies on donations from private individuals and organisations for the majority of its income. This private funding gives MSF the freedom to respond where needs are greatest and to speak out publicly, free from any political interference.

MSF has around 40,000 local and international staff working in over 70 countries, in some of the most challenging places in the world. Our medical humanitarian projects are supported by teams in 32 countries, including the UK, spread across Europe, North and South America, Asia, Africa and Australasia.

At MSF UK, we support MSF's operations by building relationships with our supporters, increasing awareness of our work, raising funds, providing specialist medical expertise, catalysing change on medical humanitarian issues, and recruiting Field staff. MSF UK personnel are dynamic, hard-working, enthusiastic and committed to MSF's values and aims.

COMMUNICATIONS DEPARTMENT

The Communications department's purpose is to raise the profile of the organisation and its concerns amongst British and international audiences via increasingly diverse media to support MSF's advocacy, recruitment and fundraising activities.

The media has long been essential to MSF's advocacy and fundraising, so our policy is one of openness and cooperation with the press. Increasingly we also communicate directly with the public through digital and public engagement activities. New technology involving web, audio-visual and other multimedia are central to our strategic vision. Communications staff are highly valued within the organisation and are expected to contribute actively to strategic and communication decisions.

The UK is a hub for communications internationally and MSF UK is expected to play a significant role in supporting communications ambitions for the whole of MSF.

POSITION WITHIN MSF UK

- The Media Manager reports directly to the Head of Communications
- The Media Manager works closely with other managers and heads of department in MSF UK.
- The Media Manager line manages the press team, which currently consists of two Press Officers, the Documentary & Features Manager and a full-time intern.

JOB PURPOSE

To lead the press office team, liaising with other teams within Communications and departments to ensure the media strategy is supportive of other areas of MSF UK's work including fundraising and advocacy.

To develop and maintain effective and sustainable/workable out-of-hours 24/7 'on call' rota, media monitoring and other press office systems and reporting.

In close collaboration with the Head of Communications, to lead development and implementation of media strategies to raise awareness of the work and concerns of MSF with target national and international audiences.

Please note that whilst this is a management position, hands on press management will be required at times, e.g., when the request is particularly high-profile or sensitive, when press officers are absent or during out-of-hours rotation.

This role is likely to include opportunities for travel and overseas work, often for extended periods and sometimes at very short notice.

MAIN DUTIES AND RESPONSIBILITIES

Strategic advice and planning/direction

- In close collaboration with the Head of Communications:
 - Creates and implements media strategies in support of MSF's goals; taking into account the results of regular public attitude surveys as appropriate.
 - Leads the development and delivery of a media plan to maximise positive coverage of MSF's work and values, and related humanitarian and medical issues.
 - Develops strategic positioning and messages for MSF UK in terms of reputation management and media relations.
- Maintains a direct relationship with:
 - fundraising – ensuring coordination of media content with FR campaigns where possible.
 - policy and advocacy colleagues, ensuring UK media support to global and UK advocacy priorities.

- Regularly deputises for MSF UK Head of Comms.
- Acts as communication lead for MSF UK critical incidence response team.
- Leads on the media management around MSF's emergency response as part of MSF UK Emergency Appeal Team; and coordinates dissemination of resulting materials within the movement for use internally or externally.
- Maintains regular contact with international colleagues, including other media and communications hubs around the world, to:
 - Ensure coordination of media management with international correspondents.
 - Formulate and deliver cohesive messages and strategies across MSF.
 - Provides strategic advice on planned communications products and plans – both in advance of comms and providing feedback and recommendations after the event.
- Liaises with media teams in other NGOs in the UK.
- Coordinate weekly content planning meetings across all communications sub-teams including AV and digital.
- Plans and delivers high-level spokesperson trainings to senior staff across the movement.

Managing the press office

- Develops and ensures maintenance of effective press office systems and structures, including:
 - daily media monitoring activity (of MSF's media coverage in the UK, and also of wider media interests and reporting);
 - preparation and dissemination of weekly media planning information, both for the UK press office and for the wider MSF network;
 - recording of updated press contacts lists and any other press office systems and structures.
- Ensures the prompt handling of all UK-based media enquiries. Manages an out-of-hours 24/7 'on-call' rota and media monitoring, as well as cover for other press office team members during holidays or when one member of the team is away on international assignments.
- Oversees the briefing and debriefing of field staff by the media team to give basic media guidance and maximise the generation of media coverage from the field.
- Ensures facilitation of high-profile interviews with spokespeople from the UK or the field and gathering of operational information from the field/operational centres to fulfil media enquiries.
- Sources appropriate content from within MSF through building relationships and planning/carrying out field visits in order to generate media opportunities and support journalists who wish to cover our work.
- Project management of major media collaborations including partnerships.
- Maintains and pro-actively develops journalist contacts with UK (national, regional and local) and international media, including identifying opportunities to build new relationships with key journalist contacts based in the UK.
- Regularly represents MSF to journalists and other external contacts, including senior representatives of the media regarding complex and/or sensitive subjects.
- Directs and coordinates media training of MSF UK spokespeople as required.
- To contribute to the overall planning diary for the communications department and liaise closely with other departments.
- Manages considerable budget for media team and monitors and implements approved budget.
- Monthly reporting media activities and coverage.
- Evaluates, hires and manages staff, freelancers and/or vendors.
- Leads the press office, currently composed of two Press Officers, a Features and Documentaries Manager and a full-time intern, including their recruitment, coaching, regular performance appraisals and development support.

International support and collaboration

- Leads on relationships with Communications Coordinators (CoCo) platform and other heads of media in key hubs globally.
- Lead on recruitment support to HR for candidates for international comms pool including judging candidates for interview, marking written tests and coaching new starters during induction.
- Provides professional guidance and support to the communications staff in the Dublin office.
- Offers senior communications and media management advice or support in field/other MSF offices, as required.
- Where appropriate, travels to project sites overseas to assist field teams with the development of communications strategies and delivery.

Other

- Maintains commitment to the aims and values of MSF through proactive involvement in and attendance at ongoing MSF UK activities and wider movement and operational activities.
- Attends regularly scheduled meetings to share information, brainstorm solutions and coordinate priorities, with international MSF colleagues, the communications team and the wider UK office including Programmes Unit and Executive Director.

This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of the organisation. This job description does not form part of the contract of employment.

PERSON SPECIFICATION

(qualifications, experience and skills required)

Essential:

- Demonstrable experience of devising and delivering communications strategies to advance the aims of an organisation.
- Demonstrable senior experience in press office work, including substantial understanding of, and contacts in, UK media.
- Good knowledge of world affairs and a demonstrable understanding of and commitment to humanitarian issues.
- Excellent verbal and written communications skills, with an accessible, friendly telephone manner and a proven ability to adapt style to suit a wide range of audiences.
- Strong organisational skills with experience of managing multiple tasks and ability to prioritise ongoing vs immediate needs appropriately.
- Fluent spoken and written English.
- Computer literate, including experience with media database.
- Proficient use of social media for professional communications purposes.
- Flexible, can-do attitude and good team player – this role involves working very closely and collaboratively with colleagues in the UK and overseas.
- Ability to cope with stress, retain good humour and make sound ethical and personal judgements in order to deal with ambiguities and conflict. Diplomatic approach.
- Line management experience.

Desirable

- Willingness and availability to travel to and work in programme locations internationally, often at short notice.
- Understanding of online media tools.

- MSF communications experience.
- Knowledge of French, Spanish or Arabic language.
- Previous work experience overseas including in resource poor environment.

MSF UK is an equal opportunities employer. We are committed to diversity and creating an inclusive environment for all employees. We encourage applications from all sections of our diverse community.

HOW TO APPLY

Apply on our website by submitting a copy of your CV together with a letter of motivation by the closing date.

Application checklist

Please check that you have included the following in your application:

- an up-to-date CV
- Letter of Motivation, which is a supporting statement demonstrating how you meet the key requirements of the role.
- answers to any questions specified in the job description pack, if applicable.

RECRUITMENT TIMETABLE:

- **Closing date for applications:** 30 June 2021, 11.59pm (BST)
- **Interviews:** w/c 5 July 2021