



## APPLICATION INFORMATION PACK

<b>JOB TITLE:</b>	Director of Communications
<b>DEPARTMENT:</b>	Communications
<b>HOURS:</b>	37.5 hours per week, Mon-Fri
<b>LENGTH OF CONTRACT:</b>	Permanent
<b>LOCATION:</b>	London, Hybrid minimum 2 days in the office
<b>REPORTS TO (JOB TITLE):</b>	Executive Director
<b>SALARY:</b>	£70,876.54 per annum
<b>BENEFITS:</b>	<p>28 day's annual holiday entitlement (pro rata for part time staff) plus Public/ Bank Holidays.</p> <p>MSF UK currently provides an employer pension contribution of 10% of salary after 3 months continuous employment.</p> <p>Access to independent, free and confidential 24/7 advice on a range of issues, including personal relationships, mental health, bereavement, finances, childcare or work-related issues.</p> <p>Cycle Scheme or Bike Loans available.</p> <p>Group Life insurance currently set at a minimum of 4x basic salary.</p>

## **JOB PURPOSE**

The Director of Communications leads and manages the MSF UK Communications Department in delivering its key purposes:

- To support crisis-hit or neglected populations in need of medical care, by building understanding, empathy and action on the problems that they face; and
- To ensure MSF holds itself publicly accountable towards the people and communities we assist, our staff, our supporters, and the wider public

They ensure that the Department delivers crucial support to MSF UK's objectives – including fundraising, advocacy and recruitment – and to the objectives of the wider MSF movement, by actively engaging with key media, channels and organisations with global reach and influence.

By virtue of being located in a Global Media Hub, MSF UK and therefore this specific role plays a key part both locally and globally in the work of the MSF movement.

The Director of Communications will set the Communications Framework and strategically set out aims and objectives for the Communications team across both reactive projects and long-term priorities; they will also set out the rules for success (i.e. key KPIs for measurable and effective communications) and lead the team to achieve these.

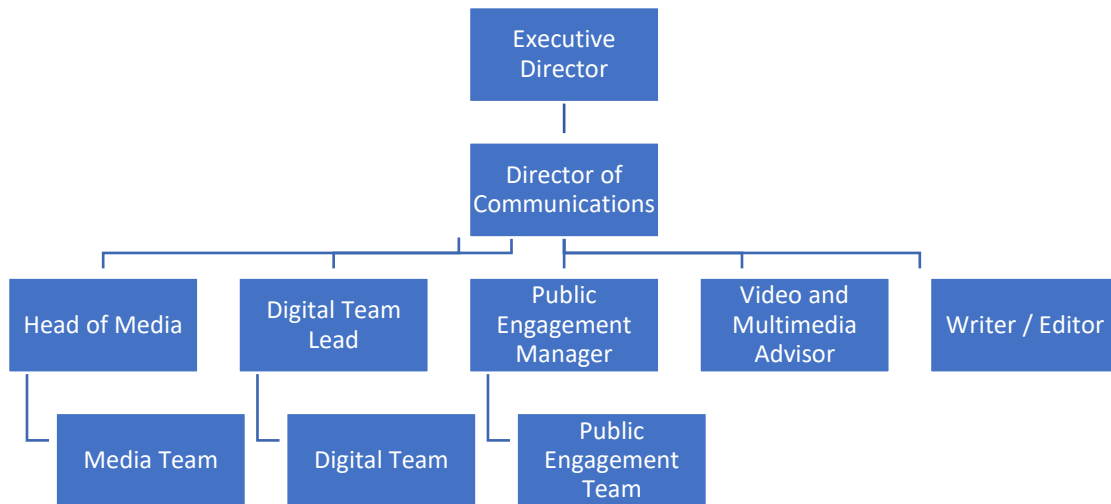
The Director of Communications is a member of the Committee of Directors (CoDir), the senior leadership team of MSF UK, and plays a key role in its organisational transformation into an effective and efficient part of the MSF movement.

## **DIMENSIONS**

*Summarise any numerical facts and figures that are relevant to the scale and degree of activity of the job.*

- Sets and manages a budget of c. £1.2m
- Directly line manages five roles, three of which themselves manage teams: directly and indirectly responsible for line management of 19 roles
- Overall responsibility for all of MSF UK's communications output, plus for ensuring public-facing content from other departments (especially fundraising) is in line with MSF principles and standards
- A key member of the UK Committee of Directors (CoDir), with collective responsibility for the leadership, culture and efficacy of MSF UK as a dual registered charity and LLC and an institutional member of the MSF movement
- A key member of the of the global MSF directors of communication platform, the Dir Com, ensuring the strength and elevation of the UK's voice

## ORGANISATIONAL STRUCTURE



## CONTEXT

- Member of the MSF UK Committee of Directors (CoDir) – the organisation’s leadership team
- Works closely with MSF UK’s Executive Director, advising on major communications risks and opportunities
- Advises MSF UK’s Chair of Trustees and Board on communications issues as required
- Works particularly closely with the Director of Fundraising and Director of the HAARP (Humanitarian Advocacy, Analysis, Representation, Policy and Programmes Unit) regarding shared communications-fundraising and communications-advocacy strategies respectively
- Works with the Head of Communications for MSF Ireland to ensure mutual support and information-sharing between their respective communications teams
- Liaises with Directors of Communications at MSF’s Operational Centres, ensuring MSF UK is providing effective communications advice and support to MSF’s operational objectives
- As a member of the global directors of communication platform (DirCom), contributes to the overall communications approach of the MSF movement, and takes on specific projects as needed

## ACCOUNTABILITIES

*A list of 6 – 8 statements identifying the principal outputs required of the job, which integrate to achieve the purpose of the job.*

**Play a key role in setting the strategic direction of MSF UK and its implementation within the priorities of the wider movement as well as earning the trust of the MSF UK CoDir and being a key voice within it.**

**Set the strategy for Communications for MSF UK and be a trusted voice in the MSF Dir Com platform contributing to the comms strategy for the movement as a whole.**

Ensures MSF UK maintains a reputation among key audiences for delivering hard-hitting, relevant and trustworthy communications rooted in MSF’s medical operational experience.

Identifies potential risks and opportunities in the communications field for both MSF UK and the wider movement and acts to address them.

As the head of one of the MSF movement's key global communications 'hubs', ensures that the MSF UK Communications department delivers effective, expert support to further the MSF movement's operational communications objectives.

Signs off all key campaigns and external publications.

**Set the KPIs for measurable and effective comms, and reviews and adjusts them in line with evolving strategy and priorities.**

Contributes to the overall strategy of MSF UK as a member of the CoDir.

Provides strategic advice and support to senior MSF staff, including the Executive Director and Board Chair, on communication risks and challenges particularly as they pertain to the external environment.

**Run a stable, high functioning team, organised around the strategy and expected output.**

Ensures the department is working in close conjunction with colleagues in the Fundraising Department to deliver powerful testimony and content about MSF's work in the field in line with our core values.

Works closely with colleagues – in particular, but not limited to, the UK programmes and advocacy team (HAARP) and Manson (medical) Unit, to devise and lead joint communications and advocacy campaigns to the benefit of the people MSF assists.

Ensures comms preparedness in the event of a critical incident involving a UK or Irish staff member.

Main priorities for 2024

1. Integration of public communications (earned and paid), advocacy, policy, and international communications.
2. Lead consistent and strategic content production. For example, creation of editorial tools that tell a story, that is helpful and inspiring both for advocacy, fundraising and recruiting staff.
3. Internal communications –Setting the strategic framework for communications with former and current staff and members, deciding on the right messages and ensuring messages come out in the right way and supporting the development of clear division of responsibilities across teams to achieve this.
4. Contributing to the cross departmental initiative to improve MSF UK's capacity for research dissemination to the scientific press and beyond and looking for opportunities to integrate this with other communications initiatives.
6. Supporting the fundraising team on their communications initiative to drive a planned increase in fundraising income.

## **CHALLENGE & CREATIVITY / DECISION-MAKING**

- Effectively prioritising the range of demands on the department's time from across MSF UK and around the movement; and balancing these requirements with the need to ensure the department maintains a clear, shared sense of purpose.
- Ensuring the department responds effectively at times of high pressure, such as major emergencies or communications crises, while maintaining the wellbeing of team members.
- Balancing communications relating to short-term, emergency responses with longer-term objectives – ensuring the department can pivot/reprioritise in response to changing circumstances, without losing sight of strategic objectives.
- Providing strong strategic judgement in response to challenging communications decisions and crises, and building the trust of key colleagues in the UK and around the MSF movement
- Providing strong team leadership, creating and clearly communicating the direction of travel for MSF UK Communications both externally, internally and with the Association, which is made up of current and former staff.
- Set the direction of and implement the Comms strategy; ensure that the design of the team is fit for purpose to deliver the strategy.
- Have a strong voice within and be a trusted member of both of the UK CoDir and the Movement DirCom.
- Contribute to the strategy for engagement with the Associate, with the emotional intelligence and strength of character to support the Chair of the Board to judge how best to encourage and engage associative consultation and debate.

## **KNOWLEDGE, SKILLS & EXPERIENCE**

*Skills, qualifications and experience are **necessary** for full and effective performance*

Essential:

- Significant and demonstrable experience in communications management or journalism.
- Proven experience in building and managing an effective team of communications professionals.
- Experience and ability to operate comfortably in a complex international structure where influence is based on relationships, and a highly collaborative style of interaction.
- Experience in developing and implementing communications strategies and budgets.
- Ability to serve as a unifying force and to position communications discussions at both a strategic and tactical level.
- Strong creative judgement with the understanding of how to create the most effective communications to cut through and deliver the MSF (UK) message to the right audience.
- Significant communications experience that includes a blend of advocacy and media relations with the capacity to provide strategic advice to colleagues.
- Good knowledge of world affairs and a demonstrable understanding of and commitment to humanitarian issues.
- Knowledge and understanding of the latest trends in communication across all media channels (including digital and social media).
- Strong organisational skills with experience of managing multiple and conflicting priorities.
- Advance interpersonal and negotiation skills, with an ability to manage and build relationships with internal and external stakeholders.
- Excellent writing/editing and verbal communication skills.

- Experience in the practical use of personal IT equipment and Microsoft Office 365 suite. The ability to effectively collaborate and communicate within a hybrid working environment utilising Teams, SharePoint, One Drive and Yammer.
- Willingness to travel internationally, to other MSF offices and field projects.
- Fluency in written and spoken English.

Desirable:

- Previous work experience with MSF or a similar medical or humanitarian organisation.
- Understanding of UK political and charity environment with the capacity to provide strategic advice to colleagues.
- Previous work experience in developing countries an advantage.
- Ability to speak other languages such as French and/or Arabic.

### **COMPETENCIES**

*The behaviours that must be demonstrated in the job.*

Good judgement.

Leadership both for their team and within the teams in which they sit – the CoDir and the DirCom -- garnering respect with their strength of character and high emotional intelligence.

Calm under pressure, and when dealing with colleagues in stressful situations.

Effective at building trusted relationships internally and externally.

Respectful and considerate with colleagues; demonstrates understanding of and empathy for the challenges faced by colleagues elsewhere in the movement.

Enthusiasm for the task which filter through the team – a bringer of positivity and energy despite a tough global backdrop.

Flexible and agile, with the ability to pivot and learn.

Persistence and resilience to drive through the strategy in a complex, matrix led organisation.

Puts the needs/wellbeing of the people we assist and of our staff first in any communications decisions.

Commitment to MSF's objectives and key principles.

## **HOW TO APPLY**

Please apply on our website by submitting a copy of your **CV** by the closing date.

*Incomplete applications will not be considered.*

### **Application checklist**

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

- An up-to-date CV

### **Recruitment timetable:**

- **Closing date for applications: 21 January 2024, 11.59pm (GMT)**
- **First round interviews: to be confirmed**

## **ADDITIONAL INFORMATION**

### **Accessibility**

We are committed to removing barriers for people with specific accessibility needs. If you need an adjustment to the recruitment process to be considered for the role, please let us know by contacting [recruitment.UK@london.msf.org](mailto:recruitment.UK@london.msf.org).

Examples of adjustments we can make:

- offering you an alternative if you are unable to use our online application system
- providing necessary information, such as the job description or assessment materials, in an alternate format
- allowing you to have someone with you during an interview for example, a Sign Language interpreter.

### **Diversity, Equity and Inclusion**

We are a welcoming, diverse, and inclusive organisation. MSF UK thrives when everyone feels comfortable bringing their best self to work. We celebrate difference, whilst striving to create an environment where colleagues feel respected and valued for their unique potential. We are committed to our values on equity, diversity, and inclusion. Please read our [Equality & Diversity policy](#) for more information.

**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.**

### **Safeguarding**

MSF UK/IE is dedicated to safeguarding everyone who comes into contact with the organisation, for whatever reason and however brief. All posts are subject to safer recruitment process which include robust reference requests, scrutiny of employment history and where applicable criminal record and barring checks.

Our safeguarding commitment is underpinned by policies and procedures which encourage and promote safe working practice across the organisation. On joining MSF UK/IE you will be required to attend safeguarding training to ensure responsibility for and maintaining safe working practice and to safeguard our teams, beneficiaries, and communities.

We look forward to receiving your application!



