



MEDECINS SANS FRONTIERES/DOCTORS WITHOUT BORDERS (MSF) UK
APPLICATION INFORMATION PACK

JOB TITLE:	Media Team Lead
DEPARTMENT:	Communications
HOURS:	40 hours per week, Mon-Fri
LENGTH OF CONTRACT:	Permanent
LOCATION:	London - hybrid working
REPORTS TO (JOB TITLE):	Head of Communications
SALARY:	£62,722.60 per annum (£59,222.60 p.a. non-London weighting)

JOB PURPOSE

To lead MSF UK's media relations, liaising with other teams within the organisation and departments to ensure our media strategy is supportive of MSF's objectives in terms of operations, fundraising, advocacy and recruitment.

Leads on relationships with international colleagues concerning media issues e.g. the International Office, Communications Coordinators (CoCo) and Communications Advisors, other heads of media in key hubs globally as well as field communications teams

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.

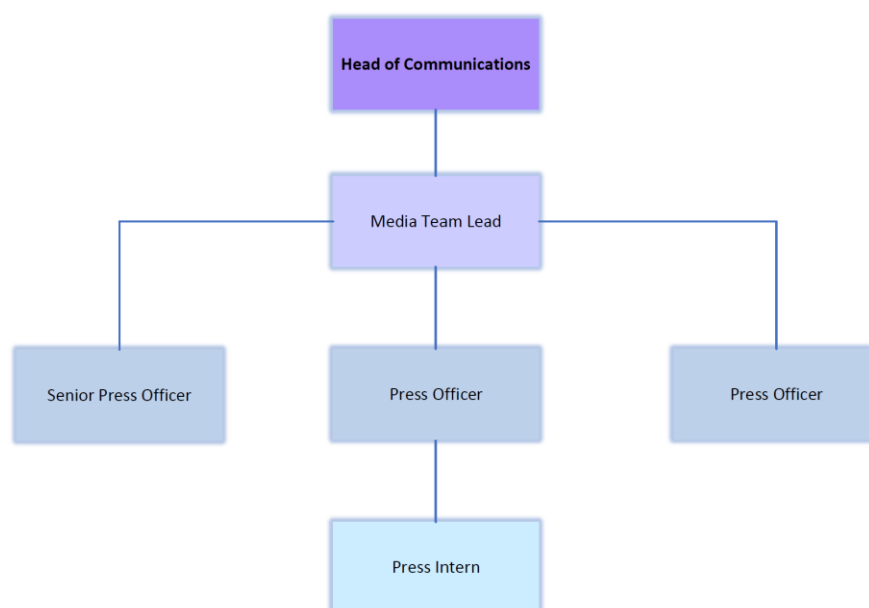
In close collaboration with the Head of Communications, to lead development and implementation of media strategies to: raise awareness of the work, concerns and operational priorities of MSF with target national and international audiences; and to develop and implement crisis communications plans and approaches.

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

DIMENSIONS

- Manage Media Team budget and expenditure
- Create Media Team Annual Plan and line manager Senior Press Officer and 2 x Press Officers (and indirectly the intern)
- Leads on engagement with UK-based domestic and international media, with significant UK and global audiences

ORGANISATIONAL STRUCTURE



CONTEXT

- In close collaboration with the Head of Communications:
 - Creates and implements media engagement strategies in support of MSF's goals;
 - Leads the development and delivery of a media plan to maximize positive coverage of MSF's work and values, and related humanitarian and medical issues.
 - Develops strategic positioning and messages for MSF UK, particularly on matters relating to reputation management and on key advocacy priorities such as migration,
- Maintains a direct relationship with:
 - Colleagues across the Communications department, including digital, AV/editorial, and public engagement
 - 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.
 - Communications colleagues around the movement to ensure media-relevant content is shared and created
 - The International Office including media pitching and spokesperson preparation for the International President as required
 - The MSF UK Executive Director, arranging and preparing for interviews

- Deputises for MSF UK Head of Comms, signing off on communications and fundraising materials as required

ACCOUNTABILITIES

- Leads and delivers a English-language spokesperson training for senior operational colleagues from all five sections and an English-language communications workshop for host-country colleagues around the movement
- Acts as communication lead for MSF UK critical incident response team
- Leads on media engagement during emergency responses as part of MSF UK Emergency Appeal Team; 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
 - Provide insight into new and emerging trends in English-language media and its consumption
- 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
 - Media Team Sharepoint
- 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.
- 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.

KEY PERFORMANCE INDICATORS

At least 4 media spokes trainings delivered per year and a further 4 via Irene Jancy (to field colleagues)

Annual review of the spokesperson training and comms workshop materials and dedicated Sharepoint folder.

Ensure availability for crisis management

Attend and update Emergency Appeal protocols twice a year

Present to all 5 OC’s at least once a year via Teams, in person or by sending a report that provides insight into the UK media landscape or coverage on a particular issue

Update the on-call rota quarterly and review all subscriptions and platforms used by the team once a year

Lead the rota of and participate in out of hours media management

<ul style="list-style-type: none"> • Project management of major media collaborations including partnerships 	<p>2 x meetings/calls/briefings per month with journalists Ensuring all relevant documents including TOR etc are correctly filled ad stored on the Sharepoint</p>
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CHALLENGE & CREATIVITY / DECISION-MAKING

- Identifying the countries for comms workshop and spokesperson trainings and getting buy-in from the relevant country and HQ teams
- Navigating a complex, international organisation – building relationships across teams, functions and at various levels – in order to engage the key audiences MSF UK serves while balancing this with the challenges/priorities of the MSF movement.
- Managing high levels of risk around MSF communications, for example on sensitive issues or contexts. Facilitating engaging media coverage for non-specialist audiences on often complex/technical issues, thinking creatively to identify angles or approaches which will resonate with our target audiences and move them to action

KNOWLEDGE, SKILLS & EXPERIENCE

- 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
- Fluent spoken and written English
- Computer literate, including experience with media database
- Proficient use of social media for professional communications purposes
- Line management experience

COMPETENCIES

- 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.
- Strong organisational skills with experience of managing multiple tasks and ability to prioritise ongoing vs immediate needs appropriately
- Anticipate and highlight risks/challenges and/or propose approaches or courses of action to senior management and international colleagues

ADDITIONAL INFORMATION

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.

Right to work in the UK

We are open to sponsoring the successful candidate for this role, if required.

HOW TO APPLY

Please apply on our website by submitting a copy of your **CV** together with a **letter of motivation (please upload as one document)** 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
- Letter of Motivation, which is a supporting statement demonstrating how you meet the key requirements of the role

Recruitment timetable:

- **Closing date for applications: 28 May 2023 11.59pm (BST)**
- **Interviews: TBC (early June)**

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

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.

For questions, issues or further information, please contact Recruitment.UK@london.msf.org.

We look forward to receiving your application!