****

**Médecins Sans Frontières Australia**

**Job Description**

**Position Content Production & Media Manager**

**Location Sydney (Broadway)**

**Reporting to Head of Communications**

**Travel Domestic and international**

**Supervising Medical Communications Coordinator, Media Coordinator, Communications Coordinator**

**Status Permanent / Full time**

**Overall Responsibility**

The Content Production & Media Manager is responsible for the management of the development and implementation of MSF Australia’s operational and medical communications and media strategy, in addition to the management of a team whose specific responsibility is generating knowledge of medico-operational activities and the medical and humanitarian action of the MSF movement in the media, the general public, institutions and key target audiences in Australian and New Zealand society.

Through direct supervision and oversight of the operational communications strategy in conjunction with publications and 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, in direct support to operations, and the crisis situations in which MSF is involved internationally. The operational communications portfolio also covers the specific medical issues of paediatrics and women’s health affecting MSF operations in the field. For the Content Production & Media Manager, this includes the definition of key messages and development of an implementation plan, as well as ensuring that communications activities respond to communications and advocacy objectives of the Operations and Medical departments in Operational Centre Paris (OCP).

**Main Tasks and Duties**

**Operational communications**

* Manage the development and implementation of the MSF Australia Operational Communications Strategy including regional emergency response communications, and support to OCP PNG communications needs 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 any MSF operational centre or as coordinated by the International Office
* Develop or commission the production of communication materials (written and multimedia) as required by any MSF operational centre and the international organisation
* 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
* Build networks and maintain relationships within the MSF movement and operational centres for operational and medical communications purposes

**Media Management**

**Provide direction and support to the Media Coordinator in order to:**

* Establish and maintain direct lines of communication with Australian and New Zealand media to increase coverage of MSF operations and messaging
* Prepare, brief and debrief MSF Australia spokespeople for media interviews
* Support the Media Coordinator for management of the media monitoring provider
* Coordinate the development of external media-led field projects that support MSF Australia’s positioning, visibility and advocacy objectives; and facilitate media visits to field projects
* Manage the implementation of regular media training for all MSF Australia spokespeople
* Manage media for MSF Australia in support of the Crisis Management Cell (CMC) and act as backup for crisis communications coordination in support of the Head of Communications and the CMC

**Medical communications**

**Provide direction and support to the Medical Communications Coordinator in order to:**

* Manage the implementation of MSF Australia’s medical communications strategy together with the communications department and the Medical Unit, in the key areas of women’s, children’s and newborn health, and sexual violence care
* Ensure the definition of key public messages on a range of issues, including MSF’s approach and strategies to reduce maternal and child mortality and morbidity
* Manage MSF Australia’s contribution to the development of MSF international medical comms dossiers with other OCs
* Ensure visibility of issues of women’s and child health and sexual violence care for OCP (including internal publications) and, where relevant, the international movement (including external publications)
* Coordinate regular meetings and Medical Unit team availability for medical communications purposes with the Head of the Medical Unit
* Manage the production of high quality communications materials on relevant and identified medical issues, and coordinate related field trips
* Produce communications materials and assist with messaging in support of the Medical Unit’s presence at external events when necessary
* Ensure medical review of all content produced in-house or published on MSF-A channels

**Publications**

**Provide direction and support to the Communications Coordinator in order to:**

* Manage the production of the Communications Department’s publications including the annual report, quarterly donor magazine (*The Pulse*), Christmas Fieldworker magazine (*Across the Ditch*) and brochures
* Produce communications materials for MSF Australia print and digital publications, and for distribution to the MSF movement where appropriate, such as field worker stories and web updates
* Manage the production of MSF’s internal newsletter ‘Weekly Update’ and support other communications programs to reach MSF Australia Association members with relevant content

**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 update 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

**Team leadership and management**

* Coordinate long-term planning and reporting of the content production, medical communications and media team.
* Lead and effectively line manage the Media Coordinator, the Medical Communications Coordinator and the Communications Coordinator, 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 annual performance reviews, and ensure adequate provision for staff of personal development, training and feedback as relevant within the performance review period
* Ensure effective, timely and open communication within the Communications department and across relationships with other departments
* Supervise the work of Communications Interns and Volunteers
* Ensure adequate human resources and planning for contract and short-term staff to fulfil communications strategies and ambitions as required

This role occasionally takes department management responsibilities including Management Team duties and closely collaborating with the Head on strategy directly affecting the role of communications in the OCP partnership

**Relationships**

* Reporting to the Head of Communications
* Coordination and collaboration with the Leadership Team when required
* Direct line management of the Media Coordinator, the Medical Communications Coordinator and the Communications Coordinator
* Strong collaboration with the Digital Communications & Engagement Manager in relation to channel coordination and dissemination strategies of operational-medical content
* Coordination with the Head and the Manager of the Medical Unit and medical advisors for women’s health and paediatrics
* Coordination with the Communications Departments in OCP and other OCs where relevant as well as with MSF Japan and MSF Hong Kong for communications on regional emergencies
* Collaborate with the Association Liaison Officer
* Collaborate with the Advocacy & Public Affairs Manager
* Collaboration with the International Communications Coordinator in the International Office (Geneva)

**Selection criteria**

**Essential**

* Four years strategic experience in a communications department of a non-profit, public or private sector organisation
* Experience of at least three years in project and people management
* Very high level of communication skills (written and spoken English)
* Written and oral French language skills
* Good level of understanding of the internal relationships of MSF
* High level of media management skills
* 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 (including knowledge of OCP)
* Capacity and willingness to work out-of-hours and weekends at short-notice
* Experience or capacity to manage media and crisis communications (including critical incidents)

**Desirable**

* Relevant tertiary qualification
* Experience in journalism, communications or public relations

**Applications**

Applications MUST address individual selection criteria. You should also write a cover letter indicating why you want to work for MSF Australia and attach a copy of your CV.

Please note that a criminal record check will be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position they are applying for.

Applications & enquiries to [officerecruitment@sydney.msf.org](mailto:officerecruitment@sydney.msf.org)

**Closing date: Sunday 14 January 20018.**