



Médecins Sans Frontières Australia

Job Description

Position	Digital Communications & Engagement Manager
Location	Sydney (Broadway)
Reporting to	Head of Communications
Travel	Domestic
Supervising	Web Manager, Community Engagement Coordinator, Public Relations Officer
Status	Permanent / Full time

Overall Responsibility

The –Digital Communications & Engagement Manager is responsible for the leadership and management of Médecins Sans Frontières/Doctors Without Borders' (MSF Australia) key communications/engagement channels and activities that aim to achieve the strategic ambitions of communicating what we do and ensuring our patients are not forgotten or unseen and that their needs are championed.

By reporting on MSF's medical humanitarian action the –Digital Communications & Engagement Manager is responsible for maintaining MSF's visibility within and engagement of identified target audiences in Australia and New Zealand in support of operational, medical, advocacy, association and recruitment objectives. The Digital Communications & Engagement Manager is responsible for leading MSF Australia's utilisation and appropriation of new technologies, specifically across the key external and internal digital platforms in accordance with the international digital development plan. The Digital Communications & Engagement Manager is also responsible for the community engagement strategy including the scope of engagement in events and the representation of the MSF brand externally. The Digital Communications & Engagement Manager also bears responsibility for ensuring that MSF Australia's Sydney Office, the MSFA Association, in-field and returned field workers have access to the necessary internal information and debates that concern the international movement, for the purposes of bringing to life our field work.

Main Tasks and Duties

External communications

- Lead the development, implementation, monitoring and evaluation of the communications dissemination & engagement team (digital, community engagement, public relations and internal communications) and projects
- Coordinate long-term strategic and activity planning of digital and community engagement activities
- Oversee the development and implementation of key digital platforms and activities including the public website; social media; the MSFA association intranet/facebook; the MSFA Monthly E-Newsletter; recruitment webinars; Field HR E-newsletter and Humanitarian Bulletin; and the existing MSF Speaking Out Case Studies website
- Engage in current and future MSF movement digital priority dossiers
- Oversee the management and implementation of key community engagement activities as per

- the MSFA community engagement guidelines
- Oversee the management of external communications events and MSF presence at professional/medical conferences, academic, advocacy and recruitment related events
- Ensure collaboration and support for the communications dissemination/engagement needs of the MSFA Advocacy & Public Affairs team
- Manage the response to public queries on behalf of the Communications team and in collaboration with the Service Centre as required
- Collaborate with the Fundraising and Field Human Resources departments to support production and dissemination of marketing campaigns and projects
- Oversee the coordination of public relations support to the Field HR marketing campaigns
- Manage and coordinate the dissemination of all content on MSFA communications channels
- Collaborate with the Communications - Production & Media Manager on the production and dissemination of all communications content

Internal communications

- In collaboration with the Head of Communications and the Operational Communications Manager manage the development and implementation of office forums
- Manage the development, implementation and review of internal communications tools according to stakeholder needs
- Contribute to the adequate flow of information between departments on operational (field and HQ) and other communication matters
- In collaboration with the Association Liaison Officer ensure the facilitation of raw streaming and digital recordings of relevant association meetings, discussions, debates and presentations for dissemination

Team leadership and management

- Coordinate long-term planning and reporting of the Digital Communications & Engagement team
- Leading and effective line manage the Web Manager, the Community Engagement Coordinator and the Public Relations 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
- Support the development, implementation and resourcing of MSF Australia's internal crisis management systems
- Ensure effective, timely and open communication within and across 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

Budget

- Manage the communications budget in relation to digital communications and engagement
- Provide quarterly reviews of budget requirements to the Head of Communications
- Propose communications project budgets

Relationships

- Reporting to the Head of Communications
- Direct line management of the Web Manager, the Community Engagement Coordinator and the Public Relations Officer
- Strong collaboration with the Operational Communications Manager in relation to dissemination and channel planning, consistent positioning of communications with regards to operational/medical realities and priorities
- Collaborate with the Direct Marketing Manager (Fundraising) and the Strategy & Development Manager (Field HR) to ensure adequate Dissemination and Engagement team support to

- marketing campaigns
- Collaborate with the Association Liaison Officer
- Collaborate with the Advocacy & Public Affairs Manager
- Collaboration with the MSFA Digital Implementation and Development Group (Direct Marketing Manager, Digital Marketing Coordinator; Web Manager; Strategy & Development Manager-Field HR)
- Collaborate with Head of Communications in relation to the Crisis Management Cell
- Collaborate with international working groups and digital knowledge teams

Selection Criteria

Essential

- Strategic experience in a communications department of a non-profit, public or private sector organisation
- Strong skills and experience in digital development and project management
- Exceptional communications skills (written and spoken)
- Strong personnel management and leadership skills
- Commitment to aims and principles of MSF
- Experience of event management and/or community engagement activities
- Knowledge and experience of channel coordination and content dissemination planning
- Team player
- Strong networking and collaboration skills
- Good data analysis skills and experience

Desirable

- Tertiary qualification in journalism/communications or related field
- Experience in journalism, communications or public relations
- Written and oral French language skills
- Production skills (audio-visual)
- Strong understanding of current humanitarian issues and knowledge of MSF communications