

**Médecins Sans Frontières – OCBA (Operational Centre Barcelona-Athens) is looking for its headquarters in Barcelona a**

## **COMMUNICATIONS DIRECTOR FOR MSF OCBA**

### **GENERAL CONTEXT**

Médecins Sans Frontières is an international independent medical-humanitarian organization, which offers assistance to populations in distress, to victims of natural or man-made disasters and to victims of armed conflict, without discrimination and irrespective of race, religion, creed or political affiliation.

MSF is a civil society initiative that brings together individuals committed to the assistance of other human beings in crisis. As such MSF is by choice an association.

Each individual working with MSF does it out of conviction and is ready to uphold the values and principles of MSF.

The MSF movement is built around five operational directorates supported by MSF's 21 sections, 24 associations and other offices together worldwide. MSF OCBA is one of those directorates. The operations are implemented by field teams and the mission coordination teams; together with the organizational units based in Barcelona, Athens and decentralised in Nairobi, Dakar and Amman. The field operations are guided and supported by 5 Operational Cells, the Emergency Unit and other departments supporting operations, including the Communication Department.

### **JOB GENERAL OBJECTIVE AND CONTEXT**

The objective of this position is to lead MSF-OCBA's public communications, defining the objectives and strategies to anchor MSF-OCBA network in home societies as well as to ensure that external communication acts as a strategic tool of MSF's social mission.

In line with the strategic axes defined by the Management, s/he is the person responsible for defining and implementing MSF OCBA's Communication policy and guaranteeing its fulfilment, to provide accurate and transparent information about MSF's activities worldwide and about the humanitarian challenges we face in the field, to raise awareness of the plight of our patients and to create public support for our advocacy on their behalf.

The Communication Director reports directly to OCBA's General Director, s/he is a member of MSF OCBA's management team and of the international DirComs platform. As such, s/he participates in the organisation's global reflection and decision-making processes and its public positioning in the countries where MSF is present.

S/he manages the Communication Department, which is made up of the following units:

- **Operational Communications Unit:** develops MSF's global communications strategies, supporting field teams with their communications activities and raising awareness about the plight of the populations the organisation assists
- **Media Unit:** manages relations with the media, defining and implementing MSF's public communications strategies in Spain; it raises visibility of MSF's work and contributes to MSF's acceptance, perception and awareness rate.
- **Creative Content Unit:** ensures the production of high quality multimedia contents to maximize the organizations' capacity to inform on MSF-OCBA's projects both through MSF's communications channels and external media
- **Public Engagement Unit:** contributes to build MSF's public awareness rate in Spain and to increase engagement with the civil society by running campaigns and public events with a strategy based on proximity
- **Digital Unit:** defines digital communications and fundraising strategies and actions to maximize MSF OCBA's visibility and engagement with the audiences as well as the organisations' digital footprint
- Acts as focal point/referent for Communication Units in Greece, Argentina, Nairobi and Amman

### **RESPONSIBILITIES AND TASKS**

- Proposing, defining and ensuring OCBA's public communication strategy to guarantee MSF's public positioning as a strategic tool for the social mission as well as to contribute to build the Organisation's legitimacy, awareness rate and financial independence
- Guaranteeing that MSF-OCBA public communications reflects a clear and compelling identity and public image and is loyal to the organisation's values and commitments
- Identifying and proposing to Operations Department public communication strategies and opportunities in line with operational objectives and needs and/or in support of advocacy objectives
- Ensuring that the information provided about the plight of our patients and MSF's activities is timely, relevant and accurate, and reflects MSF's commitment to the humanitarian principles and medical ethics
- Monitoring and anticipating potential crisis situations as well as developing, maintaining and executing crisis communications strategies to manage critical incidents and/or to protect the reputation of the organisation
- Leading the definition and implementation of the Department's Annual Planning
- Guaranteeing that public communications and public engagement actions are coordinated and build synergies
- Coordinating annual budgeting and budgetary follow-up in order to guarantee an efficient use of the available resources
- Leading and managing a team of >30 staff integrating the Communication Department in a context of mutual respect
- As a member of the Management Team, s/he participates in the overall management and development of MSF-Spain/OCBA and the definition of the Strategic Plan
- S/he is one of the members of the international Communication Directors platform, which defines the main communication orientations for the MSF international movement
- S/he contributes the generation of resources for MSF's operations by ensuring Communication Department support to Fundraising and Human Resources
- Advises and supports other departments, the General Director and the Board on communication strategies in general and their media activities in particular
- Represents the organisation in public as and when required

## **SELECTION CRITERIA**

### **Education and experience**

- Degree in Journalism or other higher education studies sharing a similar profile.
- Post-degree course in Communication, International Relations, Marketing or the like.
- Experience of minimum 5 years in coordination positions
- Strong experience in team management in MSF or other international organisations required
- Crisis communications experience
- Experience with MSF in the field, very desirable.
- Fluent English, Spanish very desirable and French desirable
- Experience in both International and Spanish media will be a plus.

### **Competencies**

- Commitment with MSF Principles
- Intercultural awareness
- Flexibility
- Stress management
- Strategic Vision
- Result and quality-oriented
- Service-oriented
- Initiative and innovation
- Leadership
- People's management and development
- Team work and collaboration

## **CONDITIONS**

- Based at the Médicos Sin Fronteras-España headquarters in Barcelona.
- International travel: 20% including to MSF Network Units, missions and projects, sometimes in unstable contexts
- Full time job

- Minimum of 3-year moral commitment, with a maximum term of 6 years.
- Annual gross salary: 58,863.16 € (divided into 12 monthly payments) + secondary benefits as per the MSF OCBA Compensation Policy.
- Starting date: November 2019

## **HOW TO APPLY**

- To apply, all applicants should please send their CV and cover motivation letter under the reference “Communication Dir” to [recruitment-bcn@barcelona.msf.org](mailto:recruitment-bcn@barcelona.msf.org)
- Please submit your CV and cover letter in ONE file and name the file with your LAST NAME
- Closing date: 9<sup>th</sup> of August, 2019
- Replies will only be sent to short-listed candidates.
- **MSF OCBA is a people-focused humanitarian organization that offers a diverse, collaborative, and inclusive work environment. We believe this approach enhances our work and we are committed to equity in employment. We embrace diverse backgrounds of people working together to exhibit their passion in action for the social mission of MSF.**  
**Médecins Sans Frontières, as a responsible employer, under article 38 of “Ley de Integración Social del Minusválido de 1982 (LISMI)” invite those persons with a recognized disability and with an interest in the humanitarian area to apply for the above-mentioned position.**