

## **FIELD COMMUNICATION MANAGER**

**Position:** FIELD COMMUNICATION MANAGER  
**Job family:** Operations

**Country:** Italy / Roma  
**Project:** Coordination  
**Place of work:** Several travels and displacements

**Closing application:** 28/07/2017 - MSF reserves the possibility to close earlier the position in case the adequate candidate would be earlier identified

**Start of the contract:** 04/09/2017  
**Duration of the contract:** 03/09/2018  
**Type of contract:** Fixed term work contract (CCNL ANPAS)  
**Hierarchical referent:** Head(s) of Mission, Emergency Coordinator  
**Functional referent:** Communication Advisor in the Cell / Communication Department/  
Communication Coordinators Platform

MSF has been working in Italy since 1991, when the MSF Italy section was opened: this has assured a media coverage and a visibility of MSF activities and projects around the world within Italian landscape. Since 1999, MSF opened a mission in Italy, attached to the Brussels Operational Center, to intervene in the migration context in the country: since then, the organization has carried out projects for seasonal workers in Southern regions; activities of medical screening and first assistance at disembarkations, in Lampedusa and then in the main sicilian ports; mobile clinics in order to provide basic medical support to undocumented migrants; mental healthcare within reception centers for asylum seekers and at the borders with France and Switzerland.

In addition, since 2016 the Mission directly manages the main search and rescue operation that MSF has started in the Central Mediterranean, aimed at reducing the loss of lives at sea. Since March 2017, Mission Italy is operating the Prudence vessel, which took over the Bourbon Argos' activities. Moreover, because of the increasing instability in Libya, and of the implementation of EU border closure policies, Italy has experienced an increase in the influx of migrants trying to reach Europe.

This has resulted in putting migration at the center of the political agenda and of the media debate. As a consequence, MSF has faced a sharp increase of the visibility in media and public debate, and a strong pressure communication-wise.

In Italy all communication work done by MSF is carried out by the mission in tight coordination with MSF Italy communication department, and in line with OCB general communication framework about migration and the other projects in Europe (Greece; Balkans). MSF Italy provides a support for content diffusion, social media, audiovisual production and events organization.

### **Main Purpose**

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To define, implement, coordinate and supervise all operational communication activities according to MSF standards in the mission or during an emergency. The FCM aims at building MSF visibility, acceptance and leverage inside the mission country. For any large scale emergencies, an Emergency Field Communication Manager EFCM with the same responsibilities as the FCM may be sent to the mission.

## **Accountabilities:**

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- **Strategy Building**

- Under the supervision of the HOM(s) and in cooperation with the Communication Advisor in HQ, the FCM contributes to define the communication strategy for the mission, advising on public positioning and remaining reactive to emergencies and crisis communications.
- The FCM develops the strategic framework of specific communication initiatives to raise visibility, leverage and acceptance of MSF's operations in the country.
- In emergencies, the FCM should have the capacity to identify key cross cutting issues across MSF operations in the country which are relevant to communication and to advise on public positioning.
- He /she will develop guidelines for dealing with crisis communications through local media and have the capacity to remain reactive to emergencies.

- **Media Management/ Alert**

- The FCM maintains close contact with key local/national media and foreign correspondents in coordination with the MSF Italy press office.
- The FCM liaises with communications staff from other organizations and institutions, and will monitor and analyze the communication lines developed by actors of importance for MSF (authorities, , other NGOs...).
- The FCM facilitates international media visit to MSF projects and he/she organizes media events (Press conference, Press briefing...) in collaboration with MSF Italy press office.
- The FCO briefs spokespersons and assesses media training needs for key staff.
- He/she can play the role of a spokesperson when seen as opportune and necessary.
- The FCM produces strategic reports on the local media landscape and regularly reports on new developments. He/she provides guidance on how to deal with local media at time of crisis, and will develop guidelines for dealing with such crises through in-country media.

- **Team Management**

- The FCM manages, develops and supervises staff (Field Communication Officers) under his/her direct responsibility.

- **Content Production**

- The FCM advises on which communications tools to choose according to objective, message and audience at local and national levels. He/she then produces, or contributes to the production of communication contents according to strategy and budget and in coordination with MSF Italy office)
- The FCM produces or helps producing international comms contents by providing data, information, quotes, testimonies, pictures, videos and other means to the CA or the com person in charge of writing international comms contents at headquarter level.
- The FCM tracks and archives communications production on the country to build institutional memory.

- **Content Diffusion**

- The FCM actively promotes the diffusion of MSF content in the country in coordination with MSF Italy office. Under the supervision of the Head(s) of Mission, the FCM identifies communications opportunities in the country or using MSF comms network production. When judged opportune and strategic, he/ she uses social media (twitter, blogs, Facebook....) to promote MSF contents and visibility.

- **Reporting**

- The FCM produces regular reports on achieved results and future priorities.

**Budget Management** The FCM will produce a yearly communications budget meant to support identified and agreed com priorities. This budget will be submitted for approval to the Head of Mission(s) and coms department at HQ.

## **Requirements:**

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### **Education/training**

Desirable: degree in Journalism, Communication, Humanitarian affairs, Political Sciences or related university degree

### **Experience**

- Essential: previous working experience of at least 4 years in communication, journalism or public relations.
- Essential: previous working experience in producing communication contents
- Essential: experience with MSF or other international NGOs.
- Essential: Experience working in an international environment

### **Languages**

English and Italian essential. Command of other languages desirable

### **Knowledge**

- Knowledge of the functioning of international and national media
- Knowledge of migration issues in Italy and Europe highly appreciated
- Knowledge of the Italian context related to migration policies and issues highly appreciated

### **Technical skills**

- Essential: computer literacy (word, excel and digital media)
- Essential: writing skills in English and Italian
- Social media skills

### **Competencies**

- Strategic mindset
- Commitment
- High flexibility
- Capacity to work in a complex environment
- Assertiveness
- Results- oriented
- Teamwork.