



## Job Description

<b>Position Title</b>	<b>: Senior Humanitarian Communications Coordinator (100%)</b>
<b>Location</b>	<b>: Position must be based in one of CARE's Member or Country Offices in negotiation with successful applicant, must be located within +/- 2-3 hours GMT</b>
<b>Supervisors Director</b>	<b>:CI Global Head of Communications (lead) and CI Humanitarian Operations</b>

### **SUMMARY**

The Senior Humanitarian Communications Coordinator (SHCC) leads coordination of CI-wide media work, particularly in support of the CI Secretariat's humanitarian emergency and advocacy objectives, crises and major events of relevance to CARE, and within the broader context of promoting and supporting CARE's global vision, mission and the objectives of the CI strategic plan. A priority for the position is the coordination and support of CI-wide media and external communications' work during humanitarian emergencies, crises and major events in which CARE is involved, including, when necessary, deploying to the field. The SHCC works with the CI Emergency Group, CI Secretariat, all CI members, and Country Offices, to develop and implement appropriate CI-wide plans and to improve CI-wide capacity for, and impact of, media and external communications work. The SHCC supports the implementation of the global brand and communications strategy to maximise the impact of CARE's brand and messages worldwide, in coordination with marketing, communications and fundraising colleagues, and manages the CI Secretariat's global online presence. The SHCC has a strong understanding of CARE's work, policies, and approaches, and uses this as the basis of CARE's media and external communications work. Reporting to the Head of Global communications, the SHCC develops and maintains strong internal relationships across CI and with external networks, including the media, humanitarian community, and other strategic partners. This position requires up to 30 percent travel.

### **SPECIFIC RESPONSIBILITIES BUT NOT LIMITED TO:**

- 1. Global coordination of major humanitarian emergencies and field communications (approx. 50%)**
  - Support and coordinate country offices, CI members, and emergency, fundraising and advocacy staff during big humanitarian emergencies, anniversaries and international days, in line with global strategy and calendar, and in ways that increase our 'Share of Voice' in traditional media, and engagement on social media
  - In emergencies, ensure a timely pipeline of updated communications materials and information needed for communications, advocacy and fundraising outreach to ensure we achieve our ambitions to be 'first in the media'.
  - Develop and produce global, multimedia content packages relating to our humanitarian work at key moments in the global communications calendar that will 'cut through' in multiple markets
  - Support the Country Offices affected by disasters by coordinating media requests, anticipating communications needs, deploying communications officers as needed, develop communications materials such as press releases, talking points, stories, backgrounders, social media and other materials as needed.

- Manage roster of deployable Communications Officers by enlisting new members, and supervising deployed Emergency Communications Officers in ways that support the goals set out in the emergency section of the global communications strategy.
- Deploy to the field as part of the first response team in a humanitarian emergency and/or when extra support is required that cannot be provided by a member
- Brief senior CI secretariat staff on humanitarian communications messages when required
- Coordinate with relevant internal stakeholders and expert groups to develop tools and templates that support the confederations development of gender sensitive, emergency stories that emphasize CARE's competitive advantage
- Engage with international media on news stories relating to CARE's emergency and humanitarian work, including by developing content for use by media teams across the confederation, as a means of increasing our share of voice
- Work alongside the secretariat's senior communications coordinator to support global advocacy events relating to CARE's humanitarian work
- Collaborate with the secretariats Swiss fundraising coordinator in relation to CARE's emergency communications work
- Monitor Key Performance Indicators relating to global communications emergency response work, including by sharing best practice and lessons learnt following disasters, reporting on progress and results in the media and communications area to the wider confederation

## **2. Capacity building and training (approx. 30%)**

- Support, maintain and further develop the CARE Communications Working Group (COMWG) including by leading the development of specific expert teams and engaging country office communicators as a means of increasing the content 'pipeline' from field to member office
- Train communications and emergency staff on communicating in emergencies, including on the protocols and policies relating to CARE's communications response as a means of ensuring brand consistency and promoting a coherent approach
- Provide on-boarding to new staff joining COMWG
- Lead quarterly Town Hall meetings and other mechanisms with COMWG to provide consistent best practice guidance, and ensure coherent use of CARE's brand standards and training materials
- Lead the production of new training materials, and update existing ones, using more interactive and user friendly formats (eg video) as well as regular updates of the CI communications handbook, emergency deployment roster, and CARE emergency toolkit
- Develop and maintain training schedule, and roster of trainers
- Support the establishment and maintenance of systems, processes and incentives to improve the speed and efficiency of CARE's peer exchange, including by managing relevant skype/email groups with regular updates, managing follow-the-sun protocols, communications plans and calendars.

## **3. Digital content management (approx. 20%)**

- Oversee the maintenance of the CARE International website, including any upgrading and development work needed to align with organizational evolution
- Ensure the website is updated with the latest emergency information

- Lead CARE secretariat's social media work, and ensure global consistency of messaging and accuracy of information in CARE communications materials and channels

4. Undertake any other duties as required by the Secretary General, Deputy Secretary General, and Humanitarian Director, including backstopping for the CI Head of Global Communications when necessary.

## **QUALIFICATIONS**

- Master's degree (or a combination of a Bachelor's degree and relevant experience) in journalism, communications, public relations or a related field;
- At least five years' experience in media or public relations, preferably in an international setting;
- Experience travelling, working or living in a developing country, preferably during an emergency or crisis;
- Experience in and demonstrated understanding of the field of international relief and development;
- Fluent written and spoken English and at least one other major language used by CARE International;
- Ability to act as a CARE spokesperson;
- Proven ability to produce corporate communications materials;
- Knowledge of Internet Content Management Systems
- Additional technical skills are desirable, including knowledge of emerging media technologies and social media (Twitter, YouTube etc.); proficiency in design and photo/video editing programs such as Adobe Photoshop, Adobe InDesign, Final Cut Pro, etc.

## **CORE COMPETENCIES**

- Excellent written and spoken communications skills;
- Flexible and adaptable;
- Able to self-manage, work under pressure and meet deadlines;
- Proactive and able to see the big picture;
- Dynamic, creative and innovative;
- Excellent interpersonal and team-building skills, and able to manage relationships across units;
- Able to plan, organize and deliver results;
- Committed to CARE's vision and mission.

**Main Internal Contacts:** Head of Global Communication; CI Humanitarian Director; CI Head of Emergency Operations, Communications Working Group (COMWG); CI Secretariat staff; CARE Emergency Group; Country Office staff;

**Main External Contacts:** Journalists and editors; Communications and advocacy staff of international NGOs, particularly Geneva-based.

### **Supervisory responsibilities:**

- CI Intern (direct report)
- CI communications officer (for digital/website updates and support) (dotted line)
- Syria regional response team (for global support when required) (dotted line)
- RRT Emergency communications specialist (dotted line)

**Travel Requirements:** Approx. 30% travel.

**How to apply**

Interested and qualified candidates should submit their **CVs and a covering letter of interest in English to [circruitment@careinternational.org](mailto:circruitment@careinternational.org) by 15 August, 2018**. Only short-listed candidates will be contacted.

More Information on CARE International is available at [www.care-international.org](http://www.care-international.org).

***CARE seeks to improve the lives of the most marginalized, particularly women and girls. Our diversity is our strength. We encourage people from all backgrounds and experiences to apply.***