

CARE INTERNATIONAL ROSTER FOR EMERGENCY DEPLOYMENT (CI RED)

TERMS OF REFERENCE – MEDIA

Purpose / Role

Maximize positive media coverage and fundraising opportunities and support accountability to key stakeholders by communicating the humanitarian situation and CARE's emergency operations.

Responsibilities and Tasks

1. External Liaison and Communications

- Develop and amend as necessary an initial media strategy for national and international media.
- Develop and maintain excellent relationships with key national and international journalists, other CI Communications Officers, and with representatives of other NGOs, etc.
- Act as the main point of contact for media and respond to requests for information from journalists, members of CI, and donors, including arranging interviews and field visits.
- Act as spokesperson for the organization when appropriate and with approval of the CD.
- Prepare, distribute and log press releases.
- Conduct regular field visits to interview staff and beneficiaries, write human interest stories and take photos and video.
- Work with national communications officer (if available), CD and Emergency Team to determine how to liaise with local media.
- Participate in the Communications to Disaster-affected Communities (CDAC) working group or public information working group if active.

2. Internal Liaison and Communications

- Work with CI Communications Officers to be aware of which journalists are travelling to the region and report contacts of international journalists to respective national CARE offices.
- Disseminate a steady flow of information (updates, human interest stories, talking points and Q&As, blogs etc) to the CI Communications Officers for internal and external dissemination as per the CI Emergency Media Management Checklist.
- Regularly provide high-resolution, good quality digital images of the emergency and CARE's work.
- Provide video of the emergency and CARE's work.
- Monitor print and electronic media for mentions of CARE and other topics of interest to the organization, and inform the Country Director, Emergency Team Leader and CI Communications Officers of anything important.
- Identify and create talking points/Q&As for potential sensitive issues and inform the Country Director, Emergency Team Leader and CI Communications Officers.

3. Training

- Give media training for designated spokespeople.
- Offer immediate media coaching for those about to do a media interview.
- Provide communications and media coaching to the national communications officer if available and where appropriate.

4. Media Monitoring and Evaluation

- Compile a log of media calls.
- Work with CI Communications Officers to monitor media and compile a list of national/international media coverage.
- Work with CI Communications Officers and the CI Media and Communications Coordinator to produce a 'lessons learned' document and make recommendations for future operations.

Key Internal Contacts: Country Director, Emergency Team, CI Communications Officers, CI Media and Communications Coordinator.

Key external contacts: Journalists, photographers, media/communications officers from other NGOs, government etc.

Reporting lines: Reports to the Emergency Team Leader/ Country Director

Selection Criteria

Core Competencies

- **People Skills:** Ability to work independently and as a team player who demonstrates leadership and is able to support and train local and international staff and also able to work with disaster affected communities in a sensitive and participatory manner.
- **Communication Skills:** Well developed written and oral communication skills. Able to communicate clearly and sensitively with internal and external stakeholders as a representative of CARE. This includes effective negotiation and representation skills.
- **Integrity:** Works with trustworthiness and integrity and has a clear commitment to CARE's core values and humanitarian principles.
- **Resilience/Adaptability and flexibility:** Ability to operate effectively under extreme circumstances including stress, high security risks and harsh living conditions. Works and lives with a flexible, adaptable and resilient manner.
- **Awareness and sensitivity of self and others:** Demonstrates awareness and sensitivity to gender and diversity. Have experience and the ability to live and work in diverse cultural contexts in a culturally appropriate manner. Has a capacity to make accurate self-assessment particularly in high stress and high security contexts.
- **Work style:** Is well planned and organized even within a fluid working environment and has a capacity for initiative and decision making with competent analytical and problem solving skills.
- **Knowledge and skills:** knowledge of CARE policies and procedures, Sphere and the Red Cross/ NGO Code of Conduct. Requires general finance, administration, information management and telecommunication skills and proficiency in information technology/ computer skills.
- 3 – 5 years humanitarian aid experience.
- Multiple language skills desirable.

Technical Competencies required for this position are

- Prior experience travelling to, or working in, a developing country for CARE or another humanitarian agency in an emergency environment. A minimum of two-three years experience working with an NGO or UN agency, or equivalent, is preferred.
- Fluent written and spoken English. Preference will be given to candidates who speak more than one CI Member working language.
- Experience as a spokesperson.
- Experience working in journalism, communications, media, or PR; CARE-specific media work preferred.
- Strong understanding of print, radio, television and online media.
- Intermediate photography and/or filming skills.
- Additional technical skills are desirable, including proficiency in Adobe Photoshop or photo-editing software and movie-editing software such as Adobe Premier.
- Ability to work independently and as a team player.
- Works with trustworthiness and integrity and has a clear commitment to CARE's core values and principles.
- Ability to operate effectively in stressful situations, including working overtime.
- Gender awareness and cultural sensitivity.
- Good time management and problem solving skills.