



HUMANITARIAN RESPONSE VOLUNTEER POSITION DESCRIPTION

Position Title: Communications Officer

Department: Field Operations

Reports To: Humanitarian Response Team Leader or respective Country Director

Time Commitment: 2-5 weeks - Volunteers can expect to deploy for a minimum of between two and five weeks, although the ability to deploy for longer is warmly welcomed.

Position Summary: The Communications Officer will focus on both local and international audiences. The successful candidate will be a dynamic, passionate, and creative communicator with professional experience and skills in communications, fundraising, PR, media or a related field. S/he will be highly motivated, capable of managing an exciting and varied workload, and able to operate in complex but fascinating contexts, including emergency settings.

The Communications Officer is a vital member of a diverse team, producing communication and fundraising resources and pursuing media opportunities and exposure. Given the high importance of private, in addition to institutional, funding, the role is essential in ensuring that MTI raises the financial support and awareness necessary to achieve its mission.

The Communications Officer works in close contact with HQ and its Affiliates and leads and advises the field teams in dealing with external communication, monitors visibility in the field, and supports the internal communications of the country program.

Essential Duties and Responsibilities:

Communications and Fundraising Resources

- Travel frequently to field projects to pro-actively and re-actively obtain and pitch resources. Gather and prepare communication materials for input into the document management software and online photo database (photos, video footage, stories, quotes, program updates, reports).
- Gather and prepare fundraising materials (project overviews and proposals, reports, gift handles, direct marketing resources, thank-you videos).
- Brief all staff during in-country briefing about their role in communicating about the organization and its work privately and to support the public communication and fundraising activities of MTI.
- Manage swift approval at field level of communications and fundraising material before publication.
- Prepare, facilitate and accompany field visits of high profile visitors, photographers, journalists, or media crews accredited by HQ Marketing & Development department (MaD). If and when applicable, draft terms of reference and contracts according to standard guidelines.

Media and Public Relations

- Regularly monitor local press and events to be aware of and get information about local emergencies, high level visits, surveys, reports, or any other topic that could be of interest to the media. In case of emergency situations, immediately inform as a priority the Team Leader & HQ Marketing and Development department.
- Conduct media analysis in collaboration with HQ MaD so priority channels and audiences are defined.
- Proactively liaise with local, regional, national and international media in the field. Work closely with the Press Relations Officer to engage media in talking about MTI programs and activities in the field.
- Act as an expert/advisor to the program leadership and team in regard to media and communication. Develop Key Messages and provide training to field staff.
- Act as media spokesperson for MTI's interests in the field in close coordination with the Team Leader and HQ MaD. Be prepared to quickly convey strong, accurate messages and information through print and digital media.
- Create "media packs" (photos + video footage) to proactively share MTI content with media contacts.

Social Media

- Actively conceptualize, facilitate, and produce short content updates and creative, interactive features on Facebook and other social media such as Twitter, Instagram, and Pinterest in coordination with the HQ Marketing & Development staff.
- Support HQ MaD in maintaining relations with online social media users and fans in answering fans' questions and comments or in communicating from an MTI field perspective.
- Train and encourage field staff on the appropriate use of online social media. Actively monitor communications initiated by field staff (e.g. social media posts, personal websites, blogs, newsletters, etc.) and if necessary propose corrective actions to ensure strong brand reputation.

Brand and Co-branding Coordination

- Promote and review, under the guidance of MaD, the design and application of MTI and, where applicable, institutional donor branding in all marking, visibility and field communication.
- Advise logistics staff on the correct design of field visibility items based on MTI and institutional donor guidelines.
- Incorporate an emphasis on appropriate branding in team trainings and meetings; ensure that MTI staff who are interviewed or photographed have access to appropriate MTI branded clothing, and, where feasible, that appropriate signage is visible on program vehicles, buildings, and items to be distributed.

Internal Communication

- Assist field leadership team in developing tools and structures to pro- actively support the team in improving internal communication within the program, e.g. internal news, contributing to team meetings, reports, etc.

Other

- Draft and implement a communication strategy, based on the HQ Marketing & Development department's strategy, activities and plans.
- Report monthly to HQ Marketing & Development.

Delegated Responsibilities

- Brief all field staff on their role in supporting external communications, and gain support to communicate about MTI and their work for MTI, when necessary.
- Propose stories, press statements and news items according to the brand and media communication guidelines.
- Implement the HQ Marketing & Development strategy at a field level.
- Monitor and advise on MTI and institutional donor visibility guidelines.
- Enforce policies and guidelines regarding external communication (e.g. online social media, blogs, newsletters, etc.)
- Represent MTI as media/PR spokesperson in the field.
- Develop and support clear communication tools and structures within the country program and between the field and HQ.
- Commitment to the values and principles of MTI.

Experience:

- Relevant post-graduate degree preferred.
- 2 years of professional experience in media, communications, marketing, or fundraising.
- Excellent English (spoken and written).
- Computer literate with good working knowledge of Microsoft Excel, Word and Outlook.
- Strong grasp of online social media tools and techniques.
- Ability to relate well with many kinds of people, and to establish rapport and trust with people who may be nervous or suspicious to share their story or have their photo taken.

- Able to cope with basic living conditions in the field and during field trips.
- Excellent writing skills with the ability to target different audiences and to tailor output accordingly.
- Demonstrated ability to work well as part of a multi-cultural and multi- disciplinary team.