



-Vacancy -
Head of Communications (m/f)
Fulltime & based in Berlin

I. MSF Germany:

Médecins Sans Frontières – Ärzte ohne Grenzen e.V. (MSF Germany) is the German section of the international medical humanitarian organization Médecins Sans Frontières (MSF), that delivers emergency aid to people affected by armed conflict, epidemics, natural and man-made disasters, or exclusion from health care in nearly 70 countries. At times, MSF also speaks out publicly to bring forgotten crises into view, alert the public to abuses occurring beyond the headlines or challenge the diversion of humanitarian aid for political purposes. MSF also campaigns for affordable drugs and medical treatment to be made available to victims of neglected diseases in the countries where it works.

MSF Germany supports MSF's global field operations by recruiting and deploying skilled and motivated staff, fundraising, and raising awareness of the plight of the people it sets out to help among the general public and political stakeholders in Germany. MSF Germany is one of 19 MSF sections. Together with MSF Holland and UK it makes up the MSF Operational Centre Amsterdam (OCA), through which the majority of the field personnel and funds it generates are channeled. MSF Germany also directly supervises OCA field operations in eight countries from Berlin.

The Communications Department:

The Communications Department is responsible for ensuring that MSF is considered in Germany as the leading humanitarian medical organization active in crises. The Department specifically promotes MSF's identity as a strictly medical independent organization committed to helping patients according to their needs and without discrimination according to race, ethnicity, political orientation or creed.

The Department provides accurate and transparent information about MSF's activities worldwide and about the humanitarian challenges we face in the field. It aims to raise awareness of the plight of our patients and to create public support for our advocacy on their behalf. By implementing MSF Germany's Digital Media Strategy, the Department ensures that existing target audiences can interact with the organization through their preferred channels and that new audiences are reached.

The Department provides vital communications support to MSF Germany's fundraising and recruitment effort thereby contributing to the generation of resources for MSF's work in the field. It works closely with the Operations, Fundraising and Human Resource Departments, the Berlin Advocacy Unit, the General Director and the Board.

The Department comprises the Head of Communications and 16 permanent staff including 3 coordinators focusing on media relations, publications, digital communications and events.

II. Terms of Reference:

Position: Head of Communications

Starting: 1st September 2015

Salary: Internal tariff, maximum entry salary depending on relevant previous experience 4.704 Euros Gross. 13 salaries, 6 weeks' vacation p.a.

Duration: MSF Germany's mobility policy limits all senior management positions to a maximum duration of six years.

Deadline: Applications can be handed in until **30th April 2015**.

Position within the office:

The Head of Communications reports to the General Director of MSF Germany. Together with the heads of the other departments and the General Director he/she is part of the Management Team (MT) of MSF Germany.

Overall Objective of the Position:

- The Head of Department guides all communications efforts of MSF Germany to ensure it delivers effective public messages and content in support of the section's objectives and in line with international strategies of the MSF Movement. He/She ensures that MSF Germany promotes a clear and compelling identity in its messaging and visual appearance.
- He/she is responsible for the development, implementation and evaluation of communication strategies and activities of MSF Germany. This requires understanding MSF Germany's existing as well as potential new target audiences and how they can best be reached. A key responsibility is the implementation of MSF Germany's recently adopted digital media strategy.
- He/she ensures that the information provided about the plight of our patients and MSF's activities worldwide is timely and accurate, and reflects MSF's commitment to the humanitarian principles and medical ethics.
- He/she contributes the generation of resources for MSF's operations by ensuring Communications Department support to Fundraising and Human Resources.
- He/she effectively manages a team of 16 staff covering different communication activities. As a member of the Management Team the Head of Communications participates in the overall management and development of MSF Germany.

- He/she promotes good cooperation with Heads of Communications of the other MSF sections, especially those participating in the OCA

III. Tasks related to the specific objectives

A. Development, implementation and evaluation of communication strategies and activities of MSF Germany

The Head of Communications:

- Ensures that MSF's desired identity as the leading medical humanitarian organisation in Germany is clearly and transparently presented to the public, media, donors, potential volunteers, MSF staff and other key stakeholders through all communications channels including media, print, digital channels, events, advocacy campaigns, fundraising and HR materials.
- Ensures that target audiences in Germany are aware of the plight of our patients, MSF's activities and our humanitarian concerns.
- Ensures that MSF's public image is that of an independent international medical humanitarian organization that is efficient and transparent. Anticipates how MSF Germany's public communication especially on politically sensitive contexts may impact its public image.
- Analyzes and understands the communication preferences of key target audiences and develops appropriate tools and strategies to reach them. Monitors their implementation and evaluates results in particular those obtained thanks to the recently developed digital media strategy.
- Safeguards the implementation of MSF Germany's visual identity.
- Ensures that the Fundraising and Human Resources Departments receive the agreed level of communications and technical support in time and with the required quality.
- Ensures that the Communications Department effectively supports MSF Germany as a whole by producing digital, audio-visual and print material appropriate to their specific needs (e.g. donor magazines, mailings, press releases, AV & digital content, reports, brochures etc.).
- Represents the organisation in public as and when required.
- Advises and supports other departments, the General Director and the Board on communication strategies in general and their media activities in particular.
- Oversees the relations with external service providers.

B) Management of the Communications Department

- Is responsible for the development, implementation and control of the Communications department's annual plan and budget and for reporting on it in accordance with MSF policies and procedures.
- Carries out supervisory responsibilities in accordance with the organization's policies and applicable German Labour laws.
- Appoints, integrates, evaluates and manages staff of the Communications Department. Provides ongoing feedback in a context of mutual respect.

- Sets clear attainable objectives for staff, evaluates job performance accordingly and works with staff to establish appropriate development paths.
- Assures constructive working atmosphere and team spirit within the Department.
- Addresses complaints and resolves problems in the team requiring senior management intervention.

C) Active Participation in the Management Team (MT)

- Helps to define the general direction and overall strategy of MSF Germany. Ensures that MSF Germany's strategic plan includes clearly defined and measurable short- and long-term objectives for communication activities.
- Ensures that the Communications Department's perspective and input is adequately reflected in the reflections and decisions of the Management Team and of other departments.
- Ensures that the Communications Department is aware of relevant MT discussions and decisions.
- Represents the Communications Department during Board meetings.
- Represents the department in MSF Germany's Crisis Intervention Response Team which deals with serious incidents affecting German-contracted staff.

D) Cooperate with partners in- and outside MSF on communication issues

- Depending on the future allocation of responsibilities within OCA, oversees communication strategies for specific field operations and, at times, acts as OCA Director of Communications.
- Where relevant, ensures that MSF Germany's priorities are taken into account in Communications related discussions within the MSF Movement;
- Interacts with field staff to stay in touch with MSF issues.
- Attends national/international communications meetings and contributes to strategic discussions within the MSF network.
- Encourages regular cooperation and exchange with other German speaking sections, especially around activities managed jointly such as the German-language Facebook page.
- Networks with other NGO's and other external agencies in Germany.

IV. Profile

- Academic degree and professional training in communications/journalism
- In depth knowledge of the German news and current affairs media landscape
- At least 10 years relevant work experience including at least three years comparable senior management experience
- Excellent written and verbal communication and presentation skills in German. Very good written and spoken English. Knowledge of French an asset
- Solid understanding of digital media, previous experience in strategic web development and social media strategy desirable
- Previous experience of managing a successful communications campaign desirable
- Genuine interest in and commitment to humanitarian principles and medical ethics
- Ability to be strategic, creative, analytical and visionary

- Strong people management skills
- Ready and able to work to tight deadlines. Crisis communication experience. Willing to be available by phone/mail even out of office hours (24/7) in a crisis
- Strong networking skills
- Previous work experience in a Non Governmental Organisation an advantage
- Willingness to travel to crisis areas worldwide and availability to travel within Europe
- Medical knowledge an asset

In case of further questions please contact **Florian Westphal**, General Director, on +49-30-700130-180

We offer a very interesting position in a highly dynamic environment with the opportunity to lead a strong and motivated team. We are looking forward to receiving your application. We expect to be conducting a first round of interviews at the beginning of May 2015. Please note that we are not in a position to cover any related travel expenses.

Please send your complete written application in German and the names of two persons we can contact for references via Email until **30. April 2015**. Please integrate all documents in one file with max. 5 MB.

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