

## Role Profile

**Position title:** Communications Coordinator

**Sector:** Communications

**Duty Station:** Various - International

**Contractual arrangement:** Fixed-term contract, based on needs.

## Background

The Red Cross and Red Crescent (RCRC) Movement is the largest humanitarian network in the world. It comprises of the International Committee of the Red Cross (ICRC), the International Federation of the Red Cross (IFRC) and 192 National Societies. The RCRC mandate is to protect and support populations experiencing conflicts, disasters and other vulnerabilities.

The Australian Red Cross is committed to the seven (7) [Fundamental Principles](#) of the RCRC Movement: Humanity • Neutrality • Impartiality • Independence • Voluntary Service • Unity • Universality

Australian Red Cross maintains a register of highly screened and trained humanitarian workers who are deployed to international events when local capacity is overwhelmed or where additional specialist resources are required. Most often these deployments take place through fixed-term contracts into the operations of Red Cross Movement partners such as the International Committee of the Red Cross, or the International Federation of Red Cross and Red Crescent Societies who each play a specific role in responding to humanitarian needs.

Candidates recruited to join the Australian Red Cross delegate register as Communications Coordinators are expected to initiate, develop and execute internal and external communications strategies that serve to achieve positive visibility for Red Cross relief and recovery efforts and position Red Cross Movement partners as lead responders to the disaster/crisis.

In undertaking their assignment, the Communications Coordinator will also be required to work with local Red Cross communications counterparts and news media outlets, as well as international news media. Communications Coordinators are often part of the first teams responding to disasters and crises; as such their ability to operate safely and independently in extremely challenging environments is pivotal to their success, and that of the broader team.

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## Required competencies

### Technical competencies

#### 1. Strategic communications in emergencies

- a. Identifies humanitarian issues, concerns and compelling story angles in country to inform production of communications messages and content.
- b. Inputs into and implements communications strategy, including supporting host National Society's communications activities.
- c. Prioritizes content gathering and focus based on the evolution of the situation in country and key audience.
- d. Identifies and coordinates communications capacity and resources in country to maximize communications impact.
- e. Identifies and mitigates reputational risks in country (with potential impact for host National Society and other Movement partners outside of the country) in a timely and appropriate manner.

#### 2. Media relations

- a. Shows thorough understanding of the media landscape in the country, regionally and internationally.
- b. Builds relationship with international media outlets in country and proactively pitches story ideas and issues that highlight Red Cross Red Crescent's work, and position it as a leading organisation in the response.
- c. Supports spokespeople in country by preparing relevant materials and guidelines for handling media requests and interviews in a variety of formats (e.g. studio, on site, skype, live interviews, etc.).
- d. Actively tracks and monitors media coverages in country and informs regional and Geneva communications team, and in country leadership of new developments and key issues.

#### 3. Social media and monitoring

- a. Coordinates content gathering and development that is tailored and targeted to different audiences across the social media platforms.
- b. Develops materials and guidelines to support IFRC and National Society colleagues and leadership in country on social media engagement.
- c. Supports host National Society in consistently monitoring and analysing trends, tracking rumours, identifying potential issues and risks, and report findings to senior management.

#### 4. Written communications content

- a. Gathers and produces high- quality and compelling written content that advocates for and positions the Red Cross Red Crescent's work.
- b. Edits and refines relevant media and external communications content as and when needed (i.e. blogs, opinion pieces, etc.).

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**5. Advancing host National Society's public communications priorities**

- c. Supports host National Society in planning, developing and implementing communications strategies that are targeted and relevant for various channels to help meet its fundraising objectives and position it as an effective, trusted and credible humanitarian actor in the response.

**Core competencies**

**1. Movement context, principles and values**

- a. Explains the unique role and mandate of the Movement within the humanitarian sector to Movement partners, other organisations and stakeholders, and applies this to own work.
- b. Identifies and communicates the relevant humanitarian standards to be implemented, based on analysis of the context.
- c. Guides and monitors the team to operate within IFRC disaster response systems, including standard operating procedures.

**2. Coordination**

- a. Proactively engages with National Society and other relevant Movement stakeholders to share information and plans to address evolving gaps.
- b. Harmonises activities and information flow across agencies including humanitarian actors, government bodies and communities.

**3. Assessment**

- a. Designs, plans and coordinates appropriate joint multi-sectoral assessments.
- b. Concludes and predicts based on the interpretation of information, trends and gaps identified.

**4. Direction Setting and Quality Program Management**

- a. Develops sectoral workplans across the team with clear, concrete and measurable deliverables and supports team to deliver this through optimised resources.
- b. Develops and coordinates sectoral plans and monitors progress of team workplans against objectives, and adjusts as operations evolve and priorities shift, and follows up if team performance does not deliver.
- c. Develops concise, consolidated reports that analyse progress, challenges and plan for follow-up action across the sectors.

**5. Collaboration and Teamwork**

- a. Fosters opportunities for collaboration with other teams, sectors and partners to help the team achieve its goals.
- b. Collaborates with team members and seeks expert advice where needed.

**6. Conflict Management**

- a. Manages conflict in a fair and transparent manner and focusses on finding solutions.

**7. Interpersonal Communication**

- a. Delivers accurate, clear and concise messages, orally and in writing, to inform a range of audiences.

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- b. Actively listens to and encourages feedback from peers, communities, volunteers and other stakeholders.
- c. Conveys complex ideas and plans based on inputs from different audiences in an engaging, appropriate and clear manner.

#### **8. Judgement and Decision Making**

- a. Makes informed, timely, balanced decisions at an individual and team level through consultation, research and consideration.
- b. Finds solutions to problems in a resourceful and creative manner.
- c. Explains own decisions to those who implement or are affected by them.

#### **9. Personal Resilience**

- a. Appropriately copes with stressful situations by remaining constructive and positive under stress and stays focussed on objectives as the operation evolves.
- b. Recognises signs of own and team members' stress and seeks or offers support to strengthen physical and mental well-being and resilience.

### **Education**

University degree in journalism, communications, marketing or international policy.

### **Experience**

Substantial experience working as journalist/press officer and/or Communications Officer in a humanitarian or emergency management context.

### **Language(s)**

Fluency in English.

In addition to English, written and spoken capacity in either French, Spanish, Arabic or Russian to CEFR level B2 (upper intermediate level) or above an advantage.

### **Candidate Assessment**

All candidates will be assessed based on technical and core competencies specific to this role. Candidates may be further invited to take part into a competency-based interview, assessment centre and psychological assessment.

### **Prevention of Sexual Exploitation, Abuse & Harassment (PSEAH) & Child Protection**

Australian Red Cross reserves the right to conduct background checks on all candidates, including police, working with children checks, personal reference checks and other checks Australian Red

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Cross considers necessary. Candidates who do not pass a working with children check, or whose backgrounds checks suggest they may pose a risk to the safety and wellbeing of others will not be considered for this position.

### **Operational constraints**

In line with the principle of neutrality, please note that staff seconded to the International Committee of the Red Cross (ICRC) cannot be deployed to any country of origin. Staff members must be in good health and agree to be health cleared before any assignment.

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