

JOB TITLE: COMMUNICATION COORDINATOR, PPP

JUNE 2022

BACKGROUND INFORMATION

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest volunteer-based humanitarian network. IFRC is a membership organisation established by and comprised of its member National Red Cross and Red Crescent Societies. Along with National Societies and the International Committee of the Red Cross (ICRC), the IFRC is part of the International Red Cross and Red Crescent Movement. IFRC's headquarters is in Geneva, with regional and country offices throughout the world.

The Red Cross EU Office is a partnership between the National Societies in the EU, Norway and Iceland, and the IFRC. Founded in 1983, the office ensures the representation of the EUNS and the IFRC to the EU Institutions, Brussels based international and partner organisations, and NGO networks.

JOB PURPOSE

The Communication Coordinator will lead all aspects of IFRC's communications for the Pilot Programmatic Partnership (PPP) with DG ECHO.

In response to the increasing number of crises arising worldwide, the PPP "Accelerating Local Action in Humanitarian and Health Crises" aims to support local action in addressing humanitarian and health crises across at least 25 countries with a multi-year EU funding allocation.

The partnership strengthens mutual strategic priorities and is built around five pillars of intervention: disaster preparedness/risk management; epidemic and pandemic preparedness and response; humanitarian assistance and protection to people on the move; cash and voucher assistance; risk communication, community engagement and accountability. It represents a joint programme developed between DG ECHO, the IFRC and EU National Societies, delivered in partnership with National Societies in implementing countries.

The Communication Coordinator, as a member of the IFRC PPP team, will be based in the Red Cross EU Office in Brussels and will drive the above standard communications and donor visibility commitments, developing the yearly communications plans, materials and campaigns to target an EU audience, in close collaboration with EU National Societies. Digital communications is at the heart of the role.

KEY RESPONSIBILITIES

Leading the successful development and implementation of IFRC's "Above standard visibility and communications plan" for the PPP. Manages the PPP communications budget and relationships with key stakeholders involved in the delivery of the plan, including the creative and media agencies. Provides strategic guidance and support on communications issues related to the PPP and humanitarian issues across the scope of the programme to EU National Red Cross Societies and the IFRC.

Stakeholder management and coordination, working closely with IFRC Geneva, regional and country offices, EU National Red Cross Societies and the donor, DG ECHO. Developing effective coordination mechanisms to ensure successful delivery of the plan, maintaining all stakeholders engaged and regularly informed, including the PPP management and governance structures.

www.redcross.eu

Representing National Red Cross Societies in the EU, Norway and Iceland, and the IFRC.

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Ensuring digital content is planned, developed/commissioned and disseminated across IFRC channels and among EU National Red Cross Societies to reach European audiences on a monthly basis.

Ensuring the successful development and implementation of an EU-focused climate campaign, as well as the other central yearly communications pieces agreed with the donor. In line with IFRC procedures, selects creative agencies to work with, and leads the development of overall creative concepts and their dissemination strategies, in cooperation with IFRC Geneva, EU National Red Cross Societies and DG ECHO.

Developing KPIs to demonstrate the efficacy of IFRC's delivery on the Above Standard Visibility and Communication Plan, in conjunction with IFRC Geneva, EU National Red Cross Societies and DG ECHO.

Managing reporting and gathering of analytics from the IFRC and EU National Red Cross Societies to report back to DG ECHO. Contributing the Communications and Visibility indicators to the final PPP reporting to DG ECHO.

Ensure visibility guidelines and best practice are developed and communicated to key stakeholders.

Proactive media engagement and pitch development – leading on press releases and media trips in relation to the promotion of the PPP and its impact.

Managing reputational issues through monitoring, advising on and responding to local developments and issues with reputational consequences, in line with IFRC Standard Operating Procedures.

Contribute to PPP related learning from a communications perspective, adjust the communication plan as required and participate in evaluation processes, learning exercises etc.

Managing staff or consultants brought in to support the implementation of the Above Standard Communication and Visibility Plan.

CANDIDATE PROFILE

Education

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

Experience

At least 5 years experience in communications, advocacy, campaigns, media and public relations or other relevant fields

Experience working in humanitarian assistance, public health, international development or related field.

Experience working on donor visibility is an asset, either as a member of an EU organisation, as a member of an organisation partnering with the EU, or for an agency contracted by the EU.

Solid experience managing a multitude of stakeholders and delivering communications actions across several EU countries is a strong asset.

Ability to independently deliver a range of compelling communications content from the field including news stories, social media content and AV materials.

Proven experience of developing and executing crisis communications plans and planning for, responding to and mitigating reputational risk.

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Experience in managing communications issues in complex and delicate situations.
Red Cross and Red Crescent experience is an asset

Skills

Knowledge of humanitarian affairs
Excellent English writing skills, including proven experience in drafting compelling communications content for a variety of communications channels.
Good command of another EU language (preferably French, German or Spanish).
Self-supporting in IT.
Demonstrated understanding and use of social media for communications and advocacy purposes.
Comfortable working and communicating with several National Societies in diverse environments.
Ability to negotiate with varying partners.
Ability to multitask and work under pressure.
Analytical skills.

TERMS AND CONDITIONS

Open-ended contract under Belgian labour legislation (this requires an official registration in Belgium), subject to funding.

Based in Brussels, Belgium, with occasional international travel.

Full time position of 38 hours per week.

Salary according to Red Cross EU Office salary scale. In addition, we offer extra holidays, pension scheme, health insurance, meal vouchers, work-related public transport and teleworking costs.

Application procedure

Please send your CV (max. two pages), a cover letter (max. one page) in English to HR@redcross.eu by midnight CET on 24 July 2022.

Please include the job title and your full name in the file names, and mention "Communications Coordinator" in the email subject.

Applications received after the deadline will not be considered. Only shortlisted candidates will be contacted for an interview.

If you do not hear back from us by 31 August 2022, unfortunately your application has not been selected.

Expected start date: September 2022

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