



JOB DESCRIPTION

PRESS OFFICER

Job Title: Press Officer

Location: Médecins Sans Frontières (MSF) Dublin, Ireland

Reports to: Communications Manager

Works closely with:

Fundraising, Human Resources, Executive Director

Hours: 40 hours per week

Duration: Permanent

Salary Grade: 3.1

Salary: €41,766.15

MÉDECINS SANS FRONTIÈRES/DOCTORS WITHOUT BORDERS (MSF)

Médecins Sans Frontières/Doctors Without Borders (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, regardless of ethnic origin, gender, religion or political affiliation.

MSF has around 40,000 local and international staff working in over 70 countries, in some of the most challenging places in the world. Our medical humanitarian projects are supported by teams in 32 countries, including the UK, spread across Europe, North and South America, Asia, Africa and Australasia.

At MSF UK/IE, we support our projects by building relationships with our supporters, increasing awareness of our work, raising funds, providing specialist medical expertise, catalysing change on medical humanitarian issues, and recruiting staff for field operations. MSF UK/IE personnel are dynamic, hard-working, enthusiastic and committed to MSF's values and aims.

MSF Ireland

MSF exists to save lives, alleviate suffering and protect human dignity among populations in crisis throughout the world. MSF Ireland aims to contribute directly to that mission, by effectively and efficiently contributing to the resource requirements, financial, human and programmatic of the MSF movement.

MSF Ireland is an entity which is merged strategically, sectionally and associatively with MSF-UK. MSF will continue to build upon its presence in Ireland to become a more widely recognised, accepted and respected humanitarian organisation among Irish audiences, and within the Irish humanitarian and political sector. This will enable the Irish office to continue contributing operationally to the MSF movement.

MSF Ireland – Communications

The media has long been essential to MSF's advocacy and fundraising, so our policy is one of openness and cooperation with the press. Increasingly we also communicate directly with the public through digital and public engagement activities. Communications staff are highly valued within the organisation and are expected to contribute actively to strategic and communication decisions. New technology involving web, audio-visual and other multimedia are central to our strategic vision.

The successful candidate will work with the Communications Manager and alongside the wider Dublin office team and in collaboration with press and communications colleagues throughout the MSF movement. The Press Officer will share certain duties including an out-of-hours on-call rota and cover for the Communications Manager during holidays or when travelling.

Job Purpose

The role will actively and strategically contribute to an earned communications strategy to raise the profile of the organisation and its activities amongst Irish audiences and give a voice to people caught-up in war, emergencies and crises, around the world.

The postholder will engage in daily press and media work and ongoing advocacy strategies. To create, edit and manage content across all owned and earned media platforms in the Dublin office. Be responsible for a wide range of tasks – including pitching stories, maintaining relationships with Irish media and journalists, media monitoring, writing/editing and timely publishing of online content, running public events.

Duties and Responsibilities

- Develop and implement, in collaboration with the Communications Manager a proactive and targeted media plan to maximise positive coverage of MSF's work, and related humanitarian and medical issues, with a focus on both new platforms and traditional media
- Create, commission and edit press materials and content for use in regional and national press, plus online channels
- Coordinate the flow of news-based information between the international MSF movement, the Dublin office and relevant media in Ireland
- Develop feature stories suitable for documentary and other news features use.
- Coordinating the flow of news and info MSF international and local news-based information and relevant media in Ireland
- Maintains and develops press office systems and structures
- Monitors and assess media proactively for related coverage, looks for new opportunities to communicate about MSF's work and mission
- Work with Communications Manager and Executive Director, Support the roll out of advocacy strategy helping achieve and implement MSF Ireland's advocacy objectives, by

supplying timely updates to advocacy contacts in Ireland and on an ongoing political engagement related to the advocacy strategy

- Works in collaboratively with the wider team including the Executive Director of the Dublin office and with members from other departments including fundraising and HR.
- Act as one of the first points of contact for media enquiries, including through the provision of a 24 - hour on-call service for media in conjunction with the Communications Manager.
- Assist in the pitching, timely and relevant stories related to MSF's operations in crises and emergencies including proactive pitching involving working on strategies to earn coverage for 'forgotten' crises. Maintaining a database of active documentary and feature pitches
- Maintain and pro-actively develop journalist contacts within domestic press, Irish (national, regional and local) media, including identifying opportunities to build new relationships with key journalist contacts in order to secure regular coverage of MSF's work and related issues in Irish media
- Brief spokespeople and returned field staff for media interviews and presentation events. plan create and clear content involving Irish field staff such as videos, blogs and articles. Attend regular scheduled meetings to share information, brainstorm solutions and coordinate priorities, with the Irish office
- Facilitate interviews with spokespeople from Ireland and the field and gathering operational information from the field and operational centres to fulfil media enquiries.
- Brief and debrief field staff before and after assignments to produce timely, impactful and relevant content for multi-purpose usage brief
- Maintain systems and structures, including: daily media monitoring activity (of MSF's media coverage in the Ireland and also of wider media interests and reporting); preparation and dissemination of weekly media planning information, both for the Irish office and for the wider MSF network; recording of updated press contacts lists and any other press office systems and structures
- Create and update media contacts database of relevant media contacts for print, TV, online and radio. Carry out media mapping through news analysis and the use of contacts database and Twitter
- Advise on which content should be published on MSF assets online..
- Edits communications and content produced in Irish office ensuring this is consistent with MSF's brand messaging and objectives.
- Draft and/or edit, and externally disseminate, all relevant press releases and briefing papers for the press
- Compile and update diary for "upcoming future events" and research external events or contexts which might impact on/be of interest to MSF. Supports the coordination of public events, talks, speaker requests. Liaise with Friends of MSF groups and shape public events for awareness, fundraising and recruitment

- Contribute to the development and maintenance of systems and processes for daily press reviews, conducting media analysis, creating media coverage and communication reports for board meetings and office
- Liaise with fundraising team on planned content to commission, write, edit content for use in owned online media platforms and printed fundraising materials.
- Edit and proofread all content generated in office, as required.

PERSON SPECIFICATION

Essential:

- Demonstrable experience in press office work or journalism, including substantial understanding of, and contacts in, Irish media
- Good knowledge of world affairs and a demonstrable understanding of and commitment to humanitarian issues
- Proven record of developing content, including some if not all of the following: photos, written pieces and video footage
- Excellent verbal and written communications skills; ability to adapt style to suit a wide range of audiences; accessible, friendly telephone manner
- Strong organisational skills with experience of managing multiple tasks
- Ability to work independently to general guidelines; capacity to take initiatives and seize opportunities
- Fluent spoken and written English
- Availability to travel to and work in programme locations internationally
- Computer literate (Word for Windows, Photoshop, PowerPoint, Internet, CMS)
- Flexible, can-do attitude and good team player – this role involves working very closely and collaboratively with colleagues in Ireland and overseas
- Ability to prioritise workload, retain good humour and make sound ethical and personal judgements in order to deal with ambiguities and conflict

Desirable:

- Understanding of online media tools and emerging platforms
- Previous work experience with MSF or a similar medical or humanitarian organisation
- Previous work experience in developing countries an advantage

Last updated: December 2019

Candidates must hold an appropriate passport or permit to work in Ireland

TERMS AND CONDITIONS OF EMPLOYMENT:

This is a full-time position, and the requirement is to work 40 hours a week.

Current Benefits at MSF Ireland:

SALARIES MSF Ireland pays the salaries into the bank account on the 30th of each month.

FLEXITIME SCHEME MSF Ireland operates flexi time. The daily requirement for full time staff is to work 8 hours plus half an hour for lunch with core hours between 9.30am-5.00pm and flexi time periods between 8.30am – 9.30am and 5.00pm-6.00pm. **ANNUAL LEAVE** The MSF Ireland holiday (annual leave) year runs from 1st January to 31st December. Annual entitlement for full-time staff is 28 days per year in addition to Irish bank holidays (pro rata for part-time)

SICK LEAVE On completion of the probationary period, employees of MSF Ireland receive additional benefits through our Group Income Protection Scheme and Group Life Scheme.

PENSION PLAN After three months' continuous employment, you will be enrolled into MSF Ireland's Group Personal Pension Scheme. MSF Ireland will make an employer contribution equivalent to 10 percent of your gross salary; you will also be able to make additional employee contributions.

DEVELOPMENT OPPORTUNITIES MSF Ireland has an annual performance review process in place during which individual development needs are discussed and training needs identified.

HOW TO APPLY – THE RECRUITMENT PROCESS

Timetable: • Closing date for applications: 20th January 2020 • Interviews: 23rd – 24th January 2020 • Start date: February 2020

To Apply If you are interested in this position please send your CV and a letter of motivation explaining how your skills and experience relate to the person specification to:

Recruitment@dublin.msf.org

Enquiries about the position to: Dónal Gorman, Communications Manager, Médecins Sans Frontières Ireland, Ph: +3531 66033