



## Vanuatu Red Cross Society

# Job description

### ***Communication & Dissemination Officer***

<b>Position Title:</b>	<b>Communication &amp; Dissemination Officer</b>
<b>Reports to:</b>	Chief Executive Officer
<b>Direct Reports:</b>	None
<b>Works closely with:</b>	CEO, Government Liaison focal point, management team members, all staff, ICRC
<b>Date JD Prepared:</b>	31/01/18

#### Purpose of the job:

The Communication & Dissemination Officer role aims to raise the profile of the National Society and promote VRCS' work through improving National Society external communication channels and strengthening internal communications capacity. The role will lead a collective process to develop National Society Communication Strategy and Policy and build National Society capacity and develop resources in the field of communication and dissemination. The Communication and Dissemination Officer is also responsible for ensuring that National Society staff and volunteers have a good knowledge of the VRCS, the Movement, the 7 Fundamental Principles and International Humanitarian Law.

#### Purpose of the Society

Founded in 1982, VRCS is a major stakeholder in the humanitarian system. The Society is recognized by the Government as auxiliary to the public authorities in the humanitarian field in accordance with the provisions of the First Geneva Convention. The organization is also one member of the National Disaster Committee.

VRCS has identified Disaster Management and Disaster Preparedness as one of its main areas of intervention with a particular focus on community based disaster preparedness. It also implements a Health Program, whose main components are First Aid and Hygiene Promotion. The organization also encourages Youth participation and promotes the International Humanitarian Law.

VRCS has branches in 6 different provinces and numerous sub-branches. It can also rely on a solid network of trained volunteers all over the country. Around 30 staff members are currently working at HQ in Efate, while around 20 are working in the other islands.

### **Specific Project duties, responsibilities and accountabilities**

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#### **Duties applicable to all staff:**

- Work towards the achievement of VRCS objectives in the country/province of operation through effective managerial and lateral relations and teamwork
- To promote and respect Red Cross Fundamental Principles
- Ensure understanding of roles, responsibilities, lateral relationships and accountabilities
- To perform other tasks as may be assigned by the VRCS CEO (up to 10 % of work time might be dedicated to other VRCS activities)

#### **Specific duties of the Communication & Dissemination Officer include:**

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##### **1. Planning & management**

In accordance with the priorities of the National Society policies, the Communication and Dissemination Officer should:

- Implement the general dissemination & communication objectives and strategies of the National Society;
- Participate in the elaboration and implementation of specific dissemination & communication objectives and plans of action;
- Maintain an understanding of current issues in the country, in particular those of the National Society and the Movement's institutional interests;
- In co-ordination with CEO and VRCS PMER Coordinator, establish and maintain a system for monitoring communication and dissemination activities;
- Maintain at all times an overview of the National Society's activities and projects.
- Ensure correct administrative procedures respecting the dissemination & communication budget of the National Society;

## **2. External and internal communication**

In co-ordination with the CEO, the Communication and Dissemination Officer should:

- Ensure adequate periodical internal reporting on communication and dissemination activities; to this end, collect relevant information from the media and other sources, in particular regarding the National Society and the work of the Movement's partners;
- In coordination with the Government Liaison focal point, establish and maintain contact and working relationships with other target groups, such as public authorities, including the disciplined forces and NGOs
- Participate as facilitator in seminars and other events presenting topics such as the National Society activities, mandate and working modalities, Fundamental Red Cross & Red Crescent Principles and institutional themes such as International Humanitarian Law; to this end may be requested to travel in the country and Pacific region;
- Establish and maintain contacts and working relationships with the media in the Pacific and provide them with relevant information on the activities, mandate, modes of action and institutional key messages of the National Society;
- Manage online communications – VRCS Facebook, Twitter, Instagram and Website.
- Continue to develop cooperation with dissemination & communication officers of the Pacific National Red Cross Societies, the ICRC Delegation in Suva and the IFRC Suva;
- Be prepared to respond quickly to issues of concern, to liaise effectively with internal and external interlocutors, in coordination with the CEO;
- Up-date relevant interlocutor contact lists; and
- Provide media counsel and interview support for staff, volunteers and members.

## **3. Design, development and dissemination of communication materials**

In co-ordination with the CEO and the ICRC Delegation in Suva, the Communication and Dissemination Officer should:

- Participate in the conception and elaboration of communication support material (print, radio, video, exhibition and others) as needed by the National Society;
- Ensure up-to-date stock of adequate dissemination material for the National Society;
- Develop appropriate materials to support VRCS staff induction, in collaboration with HR;
- Assist the staff of the National Society in the preparation of public presentations;
- In co-ordination with the CEO, liaises with the ICRC Communication department;
- Produce external media materials for coverage of the VRCS work including beneficiary photo stories of VRCS programmes and emergency responses;

- Develop, coordinate and manage media releases as required & identify and plan for potential media issues that may impact the VRCS. Monitor, maintain records and respond to media enquiries. Build relationships with key media and journalists.

#### **4. Communications Training & Support**

- Contribute to the training of the National Society staff and volunteers;
- Organise dissemination sessions for the general public, local authorities (in coordination with the Government Liaison focal point) and other stakeholders regarding the work of the National Society and the International Red Cross and Red Crescent Movement (Fundamental Principles, International Humanitarian Law, auxiliary to government);
- Conduct regular induction session for VRCS new staffs and volunteers in collaboration with the HR Officer and Volunteer focal point;
- In consultation with the CEO establish and implement an annual dissemination programme within pre-determined budget guidelines, clearly identifying priority messages and target population; and
- Assess current dissemination resource materials and needs giving due consideration to their appropriateness to the local context. Identifying alternative strategies appropriate to the cultural context for the dissemination of Red Cross messages.

#### **5. General Tasks**

The Communication and Dissemination officer may be asked to carry out any other specific tasks, according to the needs of the Vanuatu Red Cross:

- Establish and ensure effective working relationships with the staff.
- Ensure effective working relationships with technical work plans and service department at the Regional level;
- Participate in annual appraisal relating to job performance.
- Perform other tasks as may be assigned by the Chief Executive Officer.

#### **Qualifications and profile required**

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- Tertiary qualification in journalism, communications or a related field
- Strong interpersonal and relationship-building skills
- Well organised
- Able to work well autonomously
- Good awareness of the media industry and ability to develop relationships with media outlets and representatives as well as other stakeholders

#### **Knowledge & skills required**

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- At least 4 years experience in communications, media, journalism or similar, preferably for a humanitarian or development-focused organisation
- Strong professional communication skills in English and Bislama (French would be advantageous)
- Excellent media writing skills and ability to develop high quality communications products
- Strong MS Office skills (Word, Excel, PowerPoint, Outlook)
- Experience managing social media accounts of an organisation
- Knowledge of the Vanuatu context
- Knowledge of the Red Cross movement would be an asset
- Skills in photography and graphic design would be an asset

**WORKING HOURS:**

- This is a full time position.
- Flexibility in working schedule will be required according to needs, e.g. special events

*VRCS is an organization involved in emergency, early recovery and development program. Therefore, all VRCS staff have to be available at any time in order to respond to any emergency work, should the need arise.*