



Médecins Sans Frontières Australia

Job Description

Position:	Digital Communications Officer (Contract)
Location:	Sydney (Glebe)
Reporting to:	Digital Communications & Engagement Manager
Supervising:	None
Travel:	None
Status:	0.8 FTE / 10 month contract

Organisational Context

Médecins Sans Frontières Australia (MSF) is committed to delivering medical-humanitarian aid to populations in crisis in over 70 countries. We operate independently of any discriminating factors - including political, religious or economic allegiances and irrespective of race, religion or gender. MSF is dedicated to expanding and improving the medical humanitarian care we offers to populations in need of assistance, and to remain independent.

By reporting on MSF's medical humanitarian work, the Communications Department is responsible for maintaining MSF's visibility-within and engagement-of identified target audiences in Australia and New Zealand in support of operational, medical, advocacy, fundraising, association and recruitment objectives. The department also bears responsibility for ensuring that MSF Australia's Sydney Office, the MSFA Association, in-field and returned field workers have access to the necessary internal information and debates that concern the international movement, for the purposes of bringing to life our field work.

Overall Responsibility

Sitting in the Communications Department, the Digital Communications Officer is primarily responsible for the update, upload and editing of content for Médecins Sans Frontières Australia and New Zealand websites.

Our websites are key to achieving MSF's organisational objectives, from meeting our social mission – championing the needs of patients and raising awareness of MSF medical and humanitarian operations – to raising financial resources and recruiting both field workers and domestic staff.

The role also contains a variety of additional communications and editorial responsibilities, including writing and editing content for national and international audiences.

Main Tasks / Duties

Digital Communications

- Oversee the publishing and uploading of web content tailored for Australian and New Zealand audiences
- Update msf.org.au and msf.org.nz website content as requested
- Create and edit website content in line with writing for web guidelines, SEO best practice and the MSF style guide
- Contribute to editorial decisions for digital content for the Communications Department
- Provide data and reports on website traffic, user behaviour and content performance
- Contribute to the objectives of other MSF-A departments by advising, developing and implementing digital content
- Provide support in producing and/or overseeing production of multimedia content that responds to MSF-A strategic communications objectives, including:
 - Editorial content
 - Video production – filming and editing
 - Photo slideshows
 - E-mails
 - Social media content
 - Webinars and live-streamed events

Editorial Support

- Brief and debrief fieldworkers, identifying any communications opportunities
- Write articles based on interviews with returning field workers and other operational content for use in digital and print publications
- Provide editorial administrative support to the Communications Department, including transcribing interviews
- Assist with ad hoc communication requests such as compiling operational information for other MSF-A departments

Internal Relationships

- Reports to Digital Communications and Community Engagement Manager
- Workflow managed by the Social & Multimedia Coordinator
- Participate in content development and decisions with the Communications Department
- Provide digital communications support for MSF-A Departments through the Digital Working Group (DIDG)

Selection Criteria

Essential Criteria

- Strong writing and editing skills, with demonstrable experience
- Understanding of digital media / general digital literacy
- Experience using a website Content Management System (preferably Drupal or WordPress)
- The ability to build strong relationships quickly and to work both independently and within a team
- Ability to multitask and balance urgent requests with longer-term projects
- Excellent communication skills
- Current right to work in Australia

Desirable Criteria

- Two years' experience in a similar role of digital content management and production
- Qualification or demonstrated experience in multimedia production, video production, communications or related field
- Digital literacy in search engine optimisation, information architecture, UX and basic web design
- Knowledge of Adobe Suite; primarily Photoshop, Premiere and InDesign
- Personal interest to work in support of a social or humanitarian cause
- Up to date with current and emerging technologies, standards, and trends
- Commitment to the aims and principles of MSF

Applications

Applications MUST address individual selection criteria. It is recommended to write a cover letter indicating why you want to work for Médecins Sans Frontières Australia Ltd and attach a copy of your CV.

Please note that a criminal record check may be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position they are applying for. Médecins Sans Frontières Australia Ltd has a Child Protection Policy in place and all employees are required to comply with this policy (which is available on our website).

Médecins Sans Frontières Australia is committed to creating an inclusive workplace for all our staff. We believe that a diverse team helps us better serve those most in need, and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds and people with disabilities.

Applications close: 1st March 2020

Applications and enquiries to HR Advisor - Email: officerecruitment@sydney.msf.org