

Vacancy Announcement

Job title:	Programme Officer - Communications and Advocacy
Unit/dept/delegation:	Programmes and Services Department
Reports to:	Manager, Programmes and Services
Key Responsibility:	To develop, support, implement and monitor communications and advocacy strategies for Maldivian Red Crescent, working towards promoting MRCs auxiliary role and MRCs Programmes/Services and increasing MRCs visibility.

Background

The Maldivian Red Crescent is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, and to prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with Branches and Units spanned all over Maldives. To date it has established 10 Branches and 20 Units. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

Purpose

The Programme Officer Communications & Advocacy is responsible for the development, implementation and monitoring of the communications and advocacy strategies of Maldivian Red Crescent with a key focus on working towards promoting MRCs auxiliary role and MRCs Programmes/Services and increasing MRCs visibility.

The Programme Officer will work under the supervision of the Manager, Programmes and Services and will be supported by Programme Coordinators of MRC.

Key tasks and responsibilities

Under the supervision of the Manager, Programmes and Services and supported by Programme Coordinators of MRC, the Programme Officer – Communications and Advocacy is required to undertake the following tasks and responsibilities:

- Develop and implement the Communications Strategy of MRC that is in line with MRC's Strategic plans and other development plans.
- Identify areas to further promote MRCs role as an auxiliary body, ensure promotion of MRCs role, humanitarian values and volunteerism through different communication mediums.

- Take a lead role in increasing MRCs visibility efforts, working towards greater public recognition of MRCs programmes and services, through establishing structured, institutional modes of communications such as newsletters, thematic social media advocacy activities etc.
- Coordinate media relations, including drafting press advisories, press releases, coordinating press interviews, monitoring media coverage, coordinating responses to journalists' inquiries and media requests.
- Manage and support in updating the Maldivian Red Crescent website and social media pages such as Facebook, Instagram, and Twitter etc.
- Liaise with all MRC teams to identify & document human interest/learning stories and also support in organizing & coordinating events/exhibitions/conferences /campaigns as required.
- Support and liaise with external communication, graphic design, visual arts, multimedia and other communications and outreach related consultancies/consultants working with MRC and to ensure timely delivery of pre-agreed contractual outcomes.
- Support in the development, production and timely dissemination of annual reports and other regular analytical reports that summarize news related to the organization and its activities.
- Identify the most effective means of communicating with each of our audience groups (programme participants, Government of Maldives, the Federation & Partner National Societies, development stakeholders, wider community) and produce materials as and when required.
- Monitoring local media, being fully aware of news regarding MRC programmes and the humanitarian field and keeping the MRC Management informed and assisting in managing responses. Develop and maintain close links with the local print and electronic media to promote coverage of MRC activities.
- Identify areas of advocacy for MRC, support and develop necessary and relevant advocacy messaging, papers, and documents in alignment with RCRC movement standpoints, MRCs focuses and strategic directions.
- Support draft speeches, statements and/or other relevant materials to increase awareness and advocacy of the causes, missions, and goals of MRC.
- Identify and maintain list of important days and celebrations marked by MRC and play a lead role in supporting MRC HQ and Units in coordinating and marking those days and celebrations.
- Support MRC Units in developing, coordinating, and directing media outreach, promoting activities, programmes and services carried out at unit levels, and provide additional guidance to further strengthen Unit level communications activities.
- Provide support to MRC Units in coordinating communications during emergency responses.

Duties applicable to all staff

- Actively work towards the achievement of the MRC's goals and objectives.
- Abide by and work in accordance with the Red Cross and Red Crescent 7 Fundamental Principles.
- Perform any other work-related duties and responsibilities that may be assigned by the line manager.
- **Support towards emergency management and coordination:** Whenever need be, support the coordination of emergency response planning and execution efforts of MRC.

Qualifications, Skills and Competencies

Academic Qualification

University degree in either communication, mass communications, journalism, media relations, marketing, creative arts, design and any other relevant field.

Experience

- Experience in working in a team
- Experience in managing / supporting media and/or communications campaigns
- Experience in humanitarian and/ or development work

- Commitment to shared values and building organizational capacity
- Training and facilitation skills.

Competencies

Skills/knowledge

- Active listening
- Presentations and Public speaking
- Cross-cultural communication
- Digital Communication
- Design and creative arts
- Be able to build rapport with diverse groups of people

- Interpersonal relations
- Results focus, dedicated and high standards of accountability
- Organised and attention to detail.
- Teamwork
- Good communications skills and able to build rapport with diverse groups in the community.
- Excellent written and spoken Dhivehi & English

Contract and Salary

Contract Type: **Fixed term (one year)**

Monthly Salary: **MVR 11,300 – 14,300** (depending on qualification and experience)

Application

Applications must contain:

- Letter of Interest
- Curriculum Vitae
- Copy / photo of ID card
- Copies of certificates

Applications must be emailed with job title in subject to : info@redcrescent.org.mv

Deadline: The deadline for application is 2pm on 13th September 2021

Only short-listed candidates will be contacted for interviews.