



Rapid Response Role Profile

Job Title	Communications Coordinator
Classification Level	
Immediate Supervisor's Title	Head of Emergency Operations/Operations Manager
Number of Direct Reports (if applicable)	
Number of Indirect Reports (if applicable)	

Organizational context (where the job is located in the Organization)

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.

Due to the nature of emergency response operations, this role profile is an outline of the likely responsibilities applicable to Communications Coordinator, deployed in a Federation coordinated operation. They are complementary to and should be read in conjunction with the specific tasks elaborated in the Deployment Order / Terms of Reference.

Job purpose

The Communications Coordinator, under the direction of Operations Manager, and as part of IFRC's global communications team, will coordinate communications and media activities ensuring that timely information is provided to Movement partners and the media. They will also be responsible for coordinating communications resources on the ground ensuring that regular and quality communications materials are produced and distributed to highlight the humanitarian situation, needs on the ground and Red Cross Red Crescent operations.

Role (Job Requirements)

Job duties and responsibilities

In line with IFRC's Standard Operating Procedures for emergency communications, and as part of IFRC's global communications team, the Surge Communications Coordinator is responsible for supporting the Host NS communications and the wider Red Cross Red Crescent network through:

1. Gathering and disseminating accurate and timely information on the situation to IFRC communications team and National Societies. Sharing any communications material created with the IFRC communications team for wider distribution and use among the Red Cross Red Crescent communications network.
2. Supporting the gathering and development of relevant, compelling and timely communications content and messages, that can be packaged and distributed by IFRC global communications teams in the region and Geneva for various audiences and channels.
3. Working with the host National Society, staying abreast of critical developments, monitoring local media and social media, and using content generated by community engagement activities, such as feedback/concerns from affected communities
4. Coordinating communications support for high-level visits, as well as media related requests and visits from partner National Societies
5. Ensuring strong visibility in local and international media through proactive media engagement, pitching story ideas about Red Cross and Red Crescent operations, coordinating media events and requests, as well as arranging visits to field operations, handling international media interviews when required, identifying spokespeople in country and sharing their information with media, and ensuring the availability of well-briefed spokespeople.
6. Producing materials for media and external audiences and supporting in country officials (National Society and IFRC) in their media engagements.

7. Together with the IFRC regional and Geneva communications team, ensuring strong social media engagement by proposing, gathering and sharing engaging content for IFRC and National Society channels, tracking trends and rumours, and supporting host National Society in responding to audience engagement with social media.
8. Developing social media content and guidance to support social media engagement by IFRC and National Society staff in country.
9. Supporting host National Society in planning and implementing communications strategies that are targeted and relevant on multiple channels, to help meet its fundraising objectives and position it as an effective, trusted and credible humanitarian actor in the response.
10. Providing communications advice and support for major milestones throughout the operation using diverse peoplecentred content.
11. Anticipating, identifying and flagging potential reputational issues, and work with regional and Geneva communications to adopt and implement appropriate response.

Duties applicable to all staff

1.	Actively work towards the achievement of the Federation Secretariat's goals
2.	Abide by and work in accordance with the Red Cross and Red Crescent principles
3.	Perform any other work-related duties and responsibilities that may be assigned by the line manager

Profile (Position Requirements)

Education	Required	Preferred
University degree in journalism, communications, marketing or international policies	⊙	
IFRC Emergency Communications training		⊙
Basic Delegated Training Course or IMPACT. FACT, ERU or RDRT Training or equivalent experience		⊙
Experience	Required	Preferred
At least 5 years of experience working as journalist/press officer and/or Communications officer	⊙	
Ability to independently deliver a range of compelling communications content from the field including news stories, social media content and AV materials.	⊙	
Experience in managing communications issues in complex and delicate situations	⊙	
Experience in building and maintaining media relations and contacts	⊙	
Experience in emergency response	⊙	
Red Cross and Red Crescent experience	⊙	
Knowledge & Skills	Required	Preferred
Knowledge of humanitarian affairs	⊙	
Strong spoken and written English including proven experience in drafting compelling communications content for a variety of communications channels	⊙	
Self-supporting in IT	⊙	
Demonstrated understanding and use of social media for communications and advocacy purposes	⊙	
Comfortable working and communicating with National Societies in a diverse environment	⊙	
Ability to negotiate with varying partners	⊙	
Ability to multi task and work under pressure	⊙	
Analytical skills	⊙	

Core Competencies	Tier 1	Tier 2	Tier 3
Movement context, principles and values		⊙	
National Society Capacity Strengthening	⊙		
Coordination		⊙	
Assessment		⊙	
Direction Setting and Quality Programme Management		⊙	
Information Management	⊙		
Resource Management	⊙		
Safety and Security	⊙		
Transition and Recovery	⊙		
Community engagement and accountability	⊙		
Protection, Gender and Inclusion	⊙		
Environmental Sustainability	⊙		
Collaboration and teamwork		⊙	
Conflict Management		⊙	
Interpersonal Communication		⊙	
Cultural awareness	⊙		
Judgement and decision making		⊙	
Motivating Others	⊙		
Personal resilience	⊙		
Integrity	⊙		

Technical Competencies	Tier 1	Tier 2	Tier 3
Strategic communications in emergencies		⊙	
Media relations		⊙	
Social media and social media monitoring		⊙	
Written communications content		⊙	
Photography	⊙		
Video content	⊙		
Advancing host National Society's communications priorities		⊙	

Languages	Required	Preferred
Fluently spoken and written English	⊙	
Good command of another IFRC official language (French, Spanish or Arabic)		⊙
Other languages:		