



Surge Response Role Profile

Job Title	Audio Visual Officer
Immediate Supervisor's Title	Surge Communications Team Leader / Surge Communications Coordinator/ Head of Operations
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 Photographer, deployed in a Federation co-ordinated 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 Audio Visual Officer, under the supervision of the Surge Communications Team Leader and/or Surge Communications Coordinator and as part of IFRC's global communications team, is responsible for drawing attention to and highlighting the humanitarian situation, needs of the affected people and Red Cross Red Crescent response through high-quality and compelling still images that can be used by the media and Movement partners.

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, working in close cooperation with the communications team of the host National Society, this role is responsible for supporting the communications efforts of the affected National Red Cross/ Red Crescent Society and the wider Red Cross Red Crescent network through:

- Capturing and editing high-quality, compelling audio-visual materials that are guided by the editorial strategy and tailored for a range of communications channels
- Systematically gathering, recording and submitting comprehensive data and information of audio-visual materials captured (i.e. consent form, shot list, captions, extended narrative, etc.)
- Producing audio-visual materials and information that are in line with the ethical values and principles of the Red Cross and Red Crescent Movement, adhere to the IFRC photo guidelines, and validated and approved as needed
- Effectively sharing captured and edited materials according to IFRC processes and guidelines for wider distribution and use
- Together with the IFRC global communications team, proposing and developing compelling narrative using audio-visual content, guided by the editorial strategy and informed by the ongoing humanitarian issues and concerns
- Proactively identifying opportunities to pitch audio-visual content (i.e. photo essay/ photo blog, galleries, etc.) to media outlets, where relevant
- Supporting media relations activities by responding to media requests in an appropriate and timely manner, particularly with regard to audio-visual materials

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 or equivalent certification in photography, photojournalism, audio visual communications and/or extensive and proven experience in photography and audio visual production	X	
IFRC Emergency Communications training		X
Basic Delegated Training Course or IMPACT. FACT, ERU or RDRT Training		X
Experience	Required	Preferred
At least 5 years of experience working as photographer/ photojournalist/ AV specialist	X	
Ability to independently deliver a range of compelling communications content from the field including high-quality photos, basic videos and social media content	X	
Experience in emergency response	X	
Red Cross and Red Crescent experience		X
Knowledge, Skills & Languages	Required	Preferred
Knowledge of humanitarian affairs	X	
Strong spoken and written English including proven experience in drafting compelling communications content for a variety of communications channels		X
Self-supporting in IT	X	
Demonstrated understanding and use of social media for communications and advocacy purposes	X	
Comfortable working and communicating with number of National Societies in a diverse environment	X	
Ability to negotiate with varying partners	X	
Ability to multi task and work under pressure	X	
Analytical skills		X
Good command of any additional IFRC official language		X

Core Competencies	Tier 1	Tier 2	Tier 3
Movement context, principles and values	X		
The Movement in the humanitarian sector	X		
Coordination	X		
Assessment	X		
Programme management & reporting	X		
Information management	X		
Resource management	X		
Direction setting and operational objectives	X		
Community engagement and accountability	X		
Protection, gender and inclusion	X		
Environmental sustainability	X		
Safety and security	X		
Collaboration and teamwork	X		
Conflict management	X		
Inter-personal communication	X		

Cultural awareness	X		
Judgement and decision making	X		
Motivation	X		
Personal resilience	X		
Integrity	X		

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

Languages	Required	Preferred
Strong command of spoken English, good command of written English	X	
Good command of another IFRC official language (French, Spanish or Arabic)		X
Other languages:		