



Rapid Response Role Profile

Job Title	Communications Team Leader
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 Team Leader, 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 Team Leader, under the direction of the Head of Operations / Operations Manager and as part of IFRC's global communications team, provides strategic direction for and ensures the implementation of all public communications matters related to the operation on the ground.

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 team leader is responsible for supporting the affected National Red Cross/ Red Crescent Society communications and the wider Red Cross Red Crescent network through:

1. Leading the communications surge team and overseeing the responsibilities of other team members.
2. Acting as the main spokesperson and in-country liaison for international media, as well as the main communications focal person for the host National Society, partner National Societies and IFRC secretariat.
3. Working with IFRC global communications team in the region and Geneva to propose, develop, direct and deliver communications and editorial priorities.
4. Managing communications resources on the ground and ensuring communications materials are shared for wider distribution and use among the Red Cross Red Crescent communications network.
5. Together with host National Society, develops, manages the execution of, monitors and adapts communications strategies in the country (supported by communications and media coordinator where relevant).
6. Ensuring strong visibility in local and international media by researching and identifying story ideas and advocating for Red Cross Red Crescent operations that would be of interest to media.
7. Managing media opportunities including for high-level visits and other major milestones throughout the operation.
8. Managing content gathering and production using diverse people-centred content, conveying the feedback/concerns from affected communities, that can be packaged and distributed by IFRC regional and Geneva communications team for media and external audiences.
9. Supporting and advising IFRC and National Society colleagues and leadership in country on all public communications matters (i.e. media relations and social media engagement) related to the operations.
10. Ensuring strong social media engagement by providing strategic guidance in country (in consultation with IFRC global communications team in the region and Geneva) on social media content production, identifying story opportunities

that can be proactively pitched to digital media and distribution platforms, and supporting host National Society in planning and executing social media strategies.

11. Anticipating, identifying and flagging potential reputational issues, and work with IFRC regional and Geneva communications to advise management on handling strategy
12. Strengthening host National Society's communications capacity through strategic communications advice and providing opportunities for learning, coaching, skills transfer, mentoring and facilitation of peer-to-peer exchanges.
13. Representing the communications team at task force and coordination meetings in country.

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 knowledge		⊙
Experience	Required	Preferred
At least 5 years of experience working as communications manager/ press officer/ journalist 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.	⊙	
Proven experience of developing and executing crisis communications plans and planning for, responding to and mitigating reputational risk	⊙	
Experience in managing a team	⊙	
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:		