



JOB DESCRIPTION

Position Title: <i>Senior Communication and Donor Relations Officer</i>	Reports To: Head of Country Delegation
Technical Department: IFRC Programs and Operations, Philippines Country Delegation	Supervises:
Purpose Statement	
<p>The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest humanitarian network, reaching 150 million people each year through its 192-member National Societies. The Organization acts before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people. Our work is guided by seven fundamental principles (humanity, impartiality, neutrality, independence, voluntary service, unity, and universality) and by Strategy 2030, which voices our collective vision and determination to move forward in tackling the world's most pressing challenges that confront humanity in the next decade.</p> <p>Philippine Red Cross (PRC) is a primary national partner for responding to crises across the country and facilitates disaster preparedness activities with its chapters across the country. Philippine presence and local networks are exceptionally well established, which enables the National Society to reach vulnerable populations in remote and hard-to-reach areas. Philippine Red Cross is a well-respected national humanitarian organisation providing a wide range of services for the most in need.</p> <p>PRC, with support from the IFRC's Country Delegation for the Philippines closely coordinated with the relevant authorities, UN agencies, and other humanitarian actors. Philippine Red Cross key areas of operation include access to healthcare, vaccinations and testing, all heightened during the COVID-19 pandemic, disaster management and livelihoods and social welfare.</p> <p>Job Purpose</p> <p>Reporting to the Head of the Country Delegation, with technical line management from the Asia Pacific communications manager, the senior communications and donor relations officer will develop and manage the implementation of IFRC's media and communications plan, position the IFRC as a key humanitarian leader; profile the achievements of National Society; help build communications and influencing capacity of PRC and highlight proposed solutions to humanitarian challenges, as well as support in improving and diversifying donor relations and donor partnerships in the Philippines. S/He serves as the IFRC's communications and donor relations (DR) focal point for PRC and provides critical Communications and DR support in disasters, ongoing crises, amid the COVID-19 pandemic.</p>	

JOB SPECIFICATIONS

Communications:

- Develop, coordinate and implement a media and communication plan, for the Philippines in consultation with the Head of Delegation, and Asia Pacific Communications Manager, making effective use of news media, digital media platforms, social media and advocacy.
- Manage Philippines communications needs including a focus on disasters and as part of the wider Asia Pacific and global communications team, with a focus on highlighting Philippine Red Cross and IFRC humanitarian operations to partners globally.
- Act as media spokesperson for the IFRC and serve as a key support for the Asia Pacific Communications Manager for the international and regional media. Identify, prepare and brief other IFRC spokespeople.
- Identify story ideas and news opportunities and pitch them to the international media; organise press conferences, draft media advisories/press releases as required.
- Provide guidance, support and advice as required to IFRC and National Society senior management, particularly on potential or emerging reputational risk management issues.
- Build media lists and sustain strong close relationships with members of the international news agencies, regional media bureaus, other key influencers and professional communications
- Provide communications support and deploy as required to IFRC operational areas and manage audio/visual contractors, to provide management in disasters.
- Facilitate the audio-visual needs of the IFRC, partner national societies and the media, including the commissioning of professional photographer and videographer assignments.
- Produce materials that support the communications efforts of the Delegation and National Society, including key messages, talking points, Question and Answer and reactive lines documents as needed.
- Strengthen media and communications networks in Philippines and engage with them boosting IFRC's reputation and public profile.
- Support and facilitate VIP and media field visits as required.
- Build a strong network with PRC communications, leadership and technical focal points and encourage active engagement with the Asia Pacific and Global networks to support greater media and public engagement.
- Provide skills training, mentoring and facilitation of peer-to-peer exchanges as required.

- Contribute regular content and drive traffic to IFRC regional and global social media platforms.
- Liaise and coordinate with communications focal points of the Red Cross Red Crescent Movement, ICRC as needed.
- As required, liaise, share information and collaborate with communications counterparts at donor agencies, UN agencies, international government and non-government agencies.
- Assist with the development of processes and tools that support and enhance the IFRC's systems and capacities in emergency communications.
- Integrate and scale-up digital technologies and social media into IFRC communications to increase IFRC's reputation and influence with donors, boosting humanitarian diplomacy.
- Produce quality, evidence-based content that supports impactful communication and advocacy initiatives promoting humanitarian operations in Philippines.

Donor Relations:

-Together with the PRD unit in APRO (Asia Pacific Regional Office) and the Country Delegation, collect information, data, market research, and analysis of donor trends in the Philippines, including current and potential new sources of funding, providing this input into a centrally coordinated DR knowledge management system., contributing to global resource mobilisation information sharing. This process may include: 1) supporting in organising meetings with donors and partners to gather information on their priorities; 2) supporting the HoD in developing a Donor Outreach Plan using the information collected from the market research mentioned above.

- Develop a database of current/previous supporters and prospects (CRM) and establish reporting system.

- Supporting the HoD in contacting and collaborating with the humanitarian agencies, local and international NGOs, corporate sector and financial institutions for fundraising collaboration.

- Explore digital fundraising opportunities and collaborate with financial or technical institutions cooperation.

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

Qualifications:

Essential: University Degree in journalism, communications, international relations, development studies or social sciences, humanitarian field, development

Personal Qualities and Skills:

Strong knowledge of current affairs as they relate to humanitarian developments in Asia Pacific

Analytical and strategic thinking skills

Professional and management skills and ability to be proactive and responsive to changing needs as required by senior management and technical line management

Strong relationship management skills including ability to rapidly build and extend professional networks.

Strong representational skills

Excellent writing and public presentation / media relations skills. Experience as a spokesperson.

Proven track record of planning and managing integrated communications programmes including digital communications and production

Track record in communications skills training across a variety of communications disciplines

Ability to work, lead and manage in a diverse cultural and social context.

Self-supporting in computer skills.

Powerpoint or iPresenter skills

Management of staff

Work Experience:
Required

Five years of experience in communications, advocacy and/or media relations and/or five years' experience of working in a journalism

Two years of experience in donor relations, advocacy and/or resource mobilization

Experience of working in the international humanitarian or development sector or a related field in a developing country

Experience in digital story production, photography, videography, editing

Previous working experience at the IFRC Secretariat, field experience, similar international humanitarian agency and/or National Society

Broad understanding of Red Cross Red Crescent policies and activities

Languages

Fluently spoken and written English

Good command of another IFRC official language (French, Spanish or Arabic)

Other languages: Pashto and/or Dari



Equipment Used: Computer, scanner, printer, telephone, and satellite phone	Working Environment: Office Based with regular field deployment as required.
Key Contacts: As required in relevant areas: PRC NHQ Services, PRC Chapters, Community members & representatives, Government Agencies, Cluster / Coordination platform, RCRC Movement Partners and Other IFRC Offices	
Core Values: Fast; Flexible; Focused; Forward Looking; Friendly; Respect for diversity; Integrity; Professionalism; Accountability Core Competencies: Communication; Collaboration and Teamwork; Judgement and Decision Making; National Society and Customer Relations; Creativity and Innovation; Building Trust; Strategic Orientation and Building Alliances	
All staff shall agree to abide by the philosophy and principles of the Philippines Red Cross, the 7 fundamental principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality.	

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