



## JOB DESCRIPTION

<b>Job Title</b>	Communications Manager
<b>Department / Location</b>	Communications Department / National Headquarters
<b>Immediate Supervisor's Title</b>	Secretary General
<b>Second Line Manager's Title</b>	TBA
<b>Number of Direct Reports</b>	TBA
<b>Number of Indirect Reports</b>	TBA

### Organizational Context

The Philippine Red Cross (PRC) is the country's foremost humanitarian organization, with a network of 102 chapters in 17 regions across Luzon, Visayas, and Mindanao. The overall objective of the PRC is to equip vulnerable communities with crisis prevention practices and orchestrate all forms of humanitarian activities tailored to alleviate the suffering and uplift the dignity of vulnerable people during and after conflict, natural and human-induced disasters, health emergencies, and other crises.

PRC is part of the International Red Cross Red Crescent Movement and one of the National Societies of the International Federation of Red Cross and Red Crescent Societies.

The PRC works to uphold and apply its seven fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality to its six major services: Blood Services, Disaster Management Services, Safety Services, Health Services, Social Services, Red Cross Youth and Volunteer Services.

PRC is composed of dedicated staffers, volunteers, partners, and donors with the intrinsic aspiration to do extraordinary things. Guided by its mantra of Volunteers + Logistics + Information Technology = A Philippine Red Cross that is Always First, Always Ready, Always There, PRC takes pride in serving the Filipino people and will always be committed to providing quality life-saving services that protect life and dignity of indigent Filipinos in vulnerable situations.

PRC is led by its Chairman, Secretary General, and Board of Governors alongside its chapters, volunteers, and staff. It has its Headquarters in Mandaluyong, Metro Manila. The Headquarters are organized into three main Divisions: (i) Program Development and Services; (ii) Chapter Services; and (iii) Corporate and Business Services.

### Job Purpose

Communications Manager's main role is to lead the communications department and will develop and implement communication department strategies and programs in order to promote and enhance PRC's identity as a foremost humanitarian organization and build PRC offices and chapters' communication capabilities. This role manages the organization's communication function composed of 3 sections: Digital Studio, Media Relation and Internal Communication.

This position is part of the PRC Higher Management Team and will be directly reporting to the Secretary General.

### Job duties and responsibilities

#### Technical:

1. Develop, coordinate and execute a strategic communication approach and work plan for PRC that supports programmatic and policy priorities.
2. Prepares annual report in coordination with NHQ offices to document PRC's accomplishments during the year.
3. Preparing coverage plans of activities and issuance of the statements within a day or two of the events.
4. Monitor and direct press releases, feature articles for publication in the mass media to promote PRC.



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5. Conducts press rounds to build media relations for stronger support.
6. Coordinate the production and curation of compelling, creative and sharable multimedia content for PRC communication channels and platforms and external media that profiles and positions the PRC works.
7. Writes speeches for PRC officials by coordinating with the organizer of special events to highlight key messages and call for action.
8. Writes, edits and supervises layout and ensures timely publication of quarterly newsletter and quality corporate brochure.
9. In coordination with concerned offices, writes, edits and supervises layout to ensure timely production of the BNC proceedings.
10. Coordinate the production and curation of compelling, creative and sharable multimedia content for PRC communication channels and platforms and external media that profiles and positions the PRC works.
11. Effective use of a wide range of communications mechanisms and tools, including media relations, corporate communication, social media and advocacy.
12. Sources media stories and researches, writes and edits media releases and briefings.
13. Build and sustain strong close relationships with members of the international news agencies, regional media bureaus, other key influencers and professional communications networks in the Philippines and the region and engage with them boosting PRC position
14. Coordination with IFRC, ICRC and Partner National Societies on the sharing of any communication materials for wider distribution.
15. Organizes, coordinates and conducts communication workshops / trainings to build the communications capacity of PRC NHQ services and chapters.
16. Organizes press conferences and creates media hype to ensure success of Red Cross special events.
17. Provide leadership and technical review on materials for the web to keep the public informed.
18. Act as the strategic communications advisor to senior management and lead on crisis communications in response to reputational risk issues that may adversely affect the PRC.
19. Provide leadership, strategic direction, capacity building and demonstrate transfer of knowledge to communications team in PRC, while collaborating with technical and other counterparts in PRC, IFRC, ICRC, PNS, and other stakeholders communications team.

**General Management:**

- Ensuring accountability and quality of program and operations management, budget commitments, and financial management in accordance with PRC policies, standards, and practices.
- Ensuring accountability, fairness, and transparency in human resources management, through - out the employment cycle including (recruitment, development, performance management, contract administration, and welfare), by maintaining trustworthy environment, providing effective support and promoting a culture of continuous learning.
- Ensuring that timely submission of the required documents, including (but not limited to): operational highlights, quarterly updates on operations and annual updates on operations as well as delivers inputs for standard reports.
- Support the Management in all other matters related to the PRC activities – including (but not limited to) ensuring strategic coherence and alignment as well as programmatic and operational coordination, support and promote chapters and NHQ fund generation units in the development of the fund-raising strategies to increase resources generated and other relevant required management support.
- Developing department’s business continuity planning process.

## POSITION REQUIREMENTS

Education	Required	Preferred
Bachelor’s Degree in Mass Communication or Journalism or other related courses	<b>X</b>	
Masteral Degree in relevant studies		<b>X</b>
Experiences	Required	Preferred



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At least five (5) years of professional experience in communications, advocacy or journalism including media relations and/or social media strategy.	X	
At least (5) years supervisory / managerial experience	X	
Experience of working with Red Cross/Red Crescent		X
Experience of working for a humanitarian / non-profit organization		X
<b>Knowledge and Skills</b>	<b>Required</b>	<b>Preferred</b>
Strong knowledge of current affairs as they relate to humanitarian developments in the Philippines	X	
Proven track record of management of specialized communications teams	X	
Strong relationship management skills including ability to rapidly build and extend professional networks	X	
Strong representational skills, with some experience as a spokesperson	X	
Excellent writing and public presentation / media relations skills.	X	
Ability to work, lead and manage in a diverse cultural and social context	X	
Social and digital media management skills	X	
Multimedia production and design skills	X	
<b>Languages</b>	<b>Required</b>	<b>Preferred</b>
Fluently spoken and written English	X	
<b>Values / Competencies</b>		
<b>Core Values:</b> Focused, Fast, Friendly, Flexible, Forward-looking		
<b>Core Competencies:</b> Communication; Collaboration & Teamwork; Decision-making; Client Relations; Creativity & Innovation; Building Trust		
<b>Managerial Competencies:</b> Managing Staff Performance; Managing Staff Development; Project Management		
<b>Functional Competencies:</b> Building Partnership; Strategic Direction; Leadership; Mentorship		

### How to apply:

Please send us your most updated CV and Motivation Letter to: [prc.recruitment@redcross.org.ph](mailto:prc.recruitment@redcross.org.ph) , with the subject of the position title you are applying for.

**Application Closing Date: 30 March 2023**