

JOB DESCRIPTION	
Department: Communications	
Position: Media and Content Manager	Reports to: Director of Communications Supervises: Content Officer, Translation Officer
Name:	Date: August 22, 2018
Signatures:	Date of signatures:

DESCRIPTION OF THE DEPARTMENT

The primary objective of the Communications department is to raise the visibility of MSF’s medical humanitarian work and MSF’s profile in South Korea. The Communications team will ensure the development and delivery of coherent and clear public messages linked to MSF’s field activities and the humanitarian principles that underpin them. Strategies to raise the visibility and acceptance of MSF include communicating through multiple channels of mass and social media, digital channels, print and digital publications, and public events and campaigns, produced in or translated into Korean.

PURPOSE OF THE POSITION

Under direction of the Director of Communications, the Media and Content Manager will ensure quality content, and develop and execute media plans to increase visibility and anchor MSF’s activities, principles, and concerns in Korea. S/he will garner press coverage and develop tailored messaging for Korean media and Korean audiences. S/he will ensure efficient workflow and management of content development across a variety of user touchpoints and develop relevant editorial themes and story angles based on trending topics and MSF priorities.

MAIN DUTIES AND RESPONSIBILITIES

EDITORIAL CONTENT

Under supervision of the Director of Communications, manage the development, execution and delivery of content for presentation on MSF Korea platforms and publications.

- Serve as editorial gatekeeper for Korean-language content and translation to ensure quality, clarity, creativity, authenticity, and consistency.
- Check and safeguard that messages and tone are correct and in line with the MSF’s core principles, communications policies, editorial style, institutional identity.
- Manage content planning, identify stories and features for media and other platforms, and maintain editorial calendar.
- Coordinate development and delivery of content across MSF channels and publications, and work closely with the Communications team and people from other departments

MEDIA RELATIONS

Under supervision of the Director of Communications, plan and implement MSF Korea’s media activities, and measure their impact in line with MSF Korea’s Plan of Action, in order to keep the public informed of MSF’s programs and positions.

Press Activities

- Serve as front-line media contact and respond to media-related inquiries and connect media with appropriate MSF spokespeople.
- Produce talking points and other key messages for press and for MSF Korea staff engagement with externals, including General Director.
- Handle crisis communications by triaging press inquiries, drafting and validating reactive lines, monitoring the press, and advising level of reactivity vs proactivity.
- Edit, write, translate (when needed), and distribute press releases
- Develop and draft feature articles, interviews, op-eds, and other MSF-authored articles.
- On a daily basis, monitor and share major Korean and international news to stay abreast of global events directly relevant and tangential to MSF's work in Korea.
- Analyse Korean news media and evaluate news cycles and trends to enhance media coverage.
- Expand media network and maintain media contact database.
- Assist and coach expats, staff, and Board members on media presentation (media training)
- Participate or support in interviewing expats/spokespeople and writing biographies and profiles, and gathering photos/videos for press needs and support database of expats/spokespeople.

Media Engagement

- Devise approaches to mass and targeted media outlets and channels to support communications initiatives and campaigns.
- Proactively meet journalists and bloggers, and pitch stories to obtain visibility and leverage among Korean media outlets.
- Proactively organize media activities such as press briefings and media tours to MSF field locations.
- Use knowledge of and influence with news media to support fundraising, recruiting, visibility raising, awareness building and other MSF activities.
- Review and report on impact of MSF media relations activities.

COLLABORATION

- Work closely with others in Communications department to develop material and approaches to support media engagement plans.
- Collaborate with Fundraising and HR in support of generating public awareness and on opportunities and challenges in the media.

OTHER

- Represent the Director of Communications internally when Director is absent.

QUALIFICATIONS AND JOB REQUIREMENTS

ESSENTIAL SKILLS

- Genuine interest in and commitment to the medical humanitarian principles of MSF
- Minimum of 7 years relevant work experience in the field of public relations, communications or journalism
- Experience in editorial content management, editing, proofreading
- Insight and understanding of communications approaches and media landscape of Korea
- Experience of developing relationships with journalists, including in broadcast media, and

working with them to deliver positive coverage

- Experience in a supervisory or managerial role
- Structured approach, eye for detail and ability to manage deadlines
- Knowledge of how to use social media and traditional media channels
- Working in a diverse organisational culture
- Creative minded and proactive
- Excellent interpersonal skills and team player
- Native level Korean language ability
- Excellent speaker and writer of English
- Willingness to travel overseas if and when required

DESIREABLE SKILLS

- Photography and/or videography skills
- Familiarity with CMS and Adobe Acrobat/Illustrator
- Knowledge of medical, technical, and humanitarian concepts and terminology
- Knowledge and interest in humanitarian issues and international affairs
- Experience working in a nongovernmental or non-profit organization

APPLICATION

- If you are interested in this position, please send your motivation letter and CV in English to HR Department at: recruit@seoul.msf.org
- Application Deadline: 14 September, 2018
- Starting Date: **24 August, 2018**

Note: This Job Description is only a summary of the typical functions of this position and not an exhaustive or comprehensive list of all possible job responsibilities and duties. Accordingly, the responsibilities and duties of the jobholder might differ from those outlined in this Job Description and the other duties, as assigned, might be part of the job due to organizational and operational needs.