



The International Committee of the Red Cross (ICRC) has an opening for the position of:

Media Relations Advisor

Based in Dubai, United Arab Emirates

(with frequent travel)

The ICRC is a neutral, independent and impartial humanitarian organization that seeks to protect and assist people affected by armed conflict and other situations of violence. It is present in more than 80 countries around the world, and part of the International Red Cross and Red Crescent network.

The ICRC's long-standing operational presence in the Near and Middle East (NAME) has allowed it to continue working in ongoing crises, such as Syria and Yemen and to intervene rapidly in new outbreaks of violence affecting Israel and the Occupied Territories, and Lebanon in close cooperation with National Red Cross and Red Crescent Societies.

We are looking for a dynamic and dedicated individual to lead our public communications efforts in the Near & Middle East (NAME) region. In this role, you will be at the forefront of shaping and sharing our humanitarian mission, ensuring our efforts and values are known and understood worldwide. You'll work with diverse and dedicated colleagues, gaining experience in international communication strategies for an organization that makes a real difference in the lives of people affected by conflict. Example of the issues that you'll work on in-depth are the humanitarian impacts of conflicts in Israeli-Gaza, Ukraine-Russia, Syria, Sudan and Yemen, among others.

General Role Description

- **Lead Public Communication:** Spearhead the communication strategy for the NAME region.
- **Media Outreach:** Develop and implement proactive media strategies.
- **Global and Regional Media Liaison:** Act as the primary focal point for media inquiries related to our operations in the NAME region.
- **Messaging and Media Plans:** Create and manage messaging and media plans to enhance our public profile in the NAME region.
- **Journalist Coordination:** Organize interviews, provide quotes, and brief journalists on our operations and priorities.
- **Crisis Media Management:** Support global media management during crises.
- **External Engagement:** Advise and contribute to our external engagement and digital strategies.
- **Communication Opportunities:** Set up and manage opportunities for senior leaders to highlight our operations and objectives during field visits.
- **Story and Content Development:** Pitch story ideas and engage with key media to develop long-term content partnerships.
- **Multimedia Campaigns:** Collaborate with digital communication teams to create impactful multimedia campaigns.
- **Coordination with Red Cross/Red Crescent counterparts:** Ensure smooth coordination of public communication with Red Cross/Red Crescent Movement components, especially during crises.
- **Acts as a spokesperson.**

SKILLS AND COMPETENCIES

- Minimum 8-10 years of work experience as communication expert preferably in a humanitarian organization or a media outlet covering humanitarian issues.
- Proven experience in developing and implementing media relations & communication strategies.
- Strong monitoring and analytical skills and ability to translate complex information into clear and powerful messages in both Arabic and English.
- Confirmed capacity to write powerful narratives and tell compelling stories.
- Confirmed digital communications skills.
- Excellent public communication skills and sound knowledge of media environment.
- Strong and existing professional and personal networks across the GCC and particularly the UAE in the media sector.
- Highly organized person.
- Outgoing personality with the ability to curate and maintain professional networks.
- Deep commitment to an inclusive and respectful way of working and approach to humanitarian issues.
- Proven capacity to work under pressure and to tight deadlines.
- In-depth knowledge of and familiarity with the Near and Middle East and current affairs.
- Good understanding and ideally first-hand experience of current humanitarian issues and priorities.
- Current or previous humanitarian experience a strong asset.

CERTIFICATIONS / EDUCATION REQUIRED

- University degree (preferably masters) in field(s) relevant to the role such as communication, journalism and/or public relations.
- Fluency in English and Arabic (spoken and written), French is an advantage.
- Excellent digital literacy (MS Office, CRMs, Business Intelligence Tools, social media, etc.).

If you are interested in joining a motivated, diverse and high performing team that spans the Near and Middle East Region and works closely with the ICRC Headquarters in Geneva, Switzerland then we would love to hear from you.

START OF WORK

- September 2024 or as otherwise agreed.

“The ICRC values diversity and is committed to creating an inclusive working environment. We welcome applications from all qualified candidates”.

Please submit your **motivation letter, a sample of your writing and CV** no later than **23 July 2024** to kow_recruitment_services@icrc.org

Only complete files matching with the profile will be considered.

Only short-listed candidates will be contacted.

CV's received will be subject to the rules of the Data Protection of the ICRC (Data Controller)

<https://www.icrc.org/en/publication/4261-icrc-rules-on-personal-data-protection#>

and will only be used for the purpose they were sent for and will not be kept after the end of the process or shared with third parties without consent of the sender.