Function and job description
Lebanese Red Cross (LRC)

FUNCTION:
Public Communication Officer

DEPARTMENT:
Communication

PLACE OF EMPLOYMENT:
Beirut

DIRECT SUPERIOR:
Secretary-General LRC

GRADE:
Grade 13 or 14

Minimum required knowledge & experience:

- University degree.
- 4 years work experience in a similar field or equivalent.
- Fluent in written and spoken Arabic, English and French.
- Excellent communication skills.
- Very good analytical and writing skills.
- Confirmed capacity to analyse the political and social environment.
- Proficiency in computer skills: Microsoft Office (Word, Excel, PowerPoint, Outlook), Web Browsing, & all Social Media Outlets (Facebook, Twitter account, LinkedIn account, YouTube, & Google Plus, Blog (example: WordPress, etc.))

Standard function description:

- Contributes to the definition and implementation of LRC public communications and projects.
- Contributes to the development of content for LRC public communication and dissemination tools.
- Maintains contacts with target groups at various levels.
- Contributes to written LRC reporting.

JOB DESCRIPTION - Public Communication Officer

A. Public Communication

- Defines and updates the public communication strategy for the LRC in collaboration with the Management
- Manages media relations at the regional, national and local level, in consultation with Management
- Generates specialized content for media (news releases, statements, operational updates) and develops content for social media (LRC Facebook, Twitter account, LinkedIn account, YouTube, & Google Plus)
- Develops/writes various guidance/support documents for use by LRC members (staff and volunteers) for public communication (press lines, Q&A, speaking notes, etc.)
- Generates content for promotion of LRC, the Movement in Lebanon and IHL for wide variety of audiences both local and international in a wide variety of formats, including managing regular newsletters, material for LRC website, feature articles, fact sheets and/or infographics on LRC activities
- Pro-actively shares relevant LRC public communication materials with media and relevant external contacts for coverage and internally with all LRC and Movement partners in Lebanon
- Supports other LRC departments with their media relations needs, including, media missions, mapping of media
- Independently plans and implements special projects and events for media interlocutors
- Maintains network and database of media contacts and ensuring timely and accurate dispatch of relevant information
- Monitors the trends emerging in the Lebanese and Pan-Arab media relevant to the LRC action
B. Environment scanning / monitoring
- Drafts in-depth background and analytical papers for the LRC including the different aspects of communication (strategic com)
- Monitors the media on possible issues that could affect the LRC’s perception

C. Promotion of LRC and joint Movement action
- Ensures presence on various media platforms (e.g. TV debates, radio programs, news, etc.)
- Delivers presentations to promote the LRC and its mandate and activities to external interlocutors (media professionals, public and Movement events, etc.)
- Contributes to and generates ideas for development of general LRC and Movement communication tools;
- Identifies the needs of the LRC HQ and branches in terms of support materials and public com events, in close cooperation with involved colleagues

D. Social media
- Proposes a social media strategy for the LRC that is in line with its objectives and operational priorities
- Develops and contributes content to the LRC Social media platforms (e.g. Facebook, Twitter account, LinkedIn account, YouTube, & Google Plus, Blog (example: WordPress, etc.)); actively promotes the institutional social media platforms and those of Movement partners.
- Cross-shares relevant social media content of the Movement partners on its various social media platforms to show cooperation results and as such help raise each other’s visibility and public profile
- Coordinates closely with other LRC departments to develop online communication contributing to program objectives and with the aim to reach out to communities (beneficiary communication)

E. Other activities/responsibilities
- Lead the Movement Communication Technical Committee and meet regularly with all Movement Communication partners to align communication in Lebanon for topics of joint relevance and agree on joint action
- Coordinates and feeds public communication content from and to Movement partners (PNS, ICRC, IFRC) on Movement response (e.g. Red4Syria)
- Maintain a close working relationship with ICRC Communication Coordinator to identify joint public communication opportunities, in particular those related to Lebanon response.

F. General Duties
- Be aware of the LRC’s objectives and activities
- Understand the three components of the Red Cross/Red Crescent Movement
- Apply the security rules at all times
- Respects and observes the staff regulations of the LRC
- The employee may be asked to perform duties and task not covered in this job description as well as to provide support to other departments when necessary.

How to Apply

Interested candidates may send their resume and cover letter by email to: Dr. Maryam Ghandour (mg03@aub.edu.lb) specifying the reference number: 010316-6

If you wish to be removed from the mailing list of Career and Placement Service, Student Affairs, click on the following hyperlink: http://tinyurl.com/CPSunsubscribe and fill the necessary information.

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http://aub.edu.lb/sao/cps/vacancies/Pages/Part-timeJobs.aspx
For full-time job opportunities, visit:
http://aub.edu.lb/sao/cps/vacancies/Pages/divisions.aspx