



**Media and Communication Lead**  
**Oxfam in North Africa (NAF)**  
Based in Morocco or Tunisia

**Job Description**

**Oxfam’s vision** is a just world without poverty: a world in which people can influence decisions that affect their lives, enjoy their rights, and assume their responsibilities as full citizens of a world in which all human beings are valued and treated equally.

Oxfam’s programs in the North Africa sub-region have a one-program approach, working in humanitarian response, development and influencing, with the ambition of increasing the role of civil society in influencing & advocacy and knowledge-for-impact both within and beyond the countries where Oxfam works.

*Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.*

<b>Internal Job Grade:</b>	C1
<b>Type of Contract:</b>	Full time per National Staff Terms and Conditions ( <i>règlement intérieur</i> )
<b>Annual Salary &amp; Benefits:</b>	According to Oxfam salary scale and HR policy & conditions in Tunisia or Morocco (depending on the hiring country)
<b>Starting Date:</b>	Soonest possible
<b>Reporting to:</b>	North of Africa sub-region Director
<b>Staff reporting to this position:</b>	<b>Line Managing:</b> None <b>Matrix Managing:</b> Media roles located at Program teams based in Morocco, Tunisia and Algeria

**Job purpose**

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The Media & communication lead will drive strategic media and communications efforts to deliver high quality storytelling products in national, regional, and global markets, ensuring consistent, high-quality messages, and regularly identifying collaborative opportunities. The media and communications lead will be the brand champion for the work in North of Africa, advising all staff on all aspects of brand, media and communications best practice, including social media use and brand risk.

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## **Key Responsibilities and Accountabilities**

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- Work with media roles at the programs team to deliver high impact stories for use in national, North of Africa and global markets for traditional and social media.
- Work with the media and communications roles in programs team to develop and implement a high-quality story-gathering strategy and products to showcase Oxfam's work by developing compelling and newsworthy stories for use in media, social media, and wider communications including in support of fundraising and influencing objectives.
- Act as a conduit between Middle East and North Africa (MENA) region and national press officers to support the sharing of high-quality material and to amplify national stories in the global media.
- Design and implement a media strategy in the North Africa that secures high-impact media and communications products in key platforms to help raise Oxfam's profile, raise the voices of the people we work with, help raise awareness and bring change on core Oxfam issues, and raise funds.
- Advise senior staff on all aspects of brand, media and communications, including especially social media use and brand risk, ensuring the team in the North of Africa consistently implement the global Oxfam brand guidelines.
- Work with the country, regional and global stakeholders to align global and regional content gathering strategies; including coordination between country teams and affiliates and Oxfam International (OI) teams to enable access and support to the country program for content gathering for media, fundraising, marketing, campaigning and other forms of public engagement.
- Ensure that the OI Content Standards are implemented properly.
- Respond to the news agenda to identify opportunities to profile Oxfam objectives and identify risk.
- Respond to program-level and wider North of Africa team requests for support on key pieces of work, and be prepared to act as media lead where there is a resource gap.
- Be the first point of contact for press officers across the confederation for North of Africa media enquiries.
- Provide strategic media, social media and communications advice at the senior level in the region. This would include reactive and proactive media work, social media and creative content, and managing brand risk (in collaboration with the Regional, Morocco and Tunisia Media and comms colleagues)
- Help to host and/or support countries in hosting international media and celebrity trips.
- Provide strategic advice to MENA and global campaign and fundraising teams to ensure projects are media and communications-friendly and produce communications products needed to amplify messages.
- Provide or support media training of national and regional teams and develop spokespeople to speak on humanitarian, development and campaigning issues.
- Act as a spokesperson for the organization.
- Monitor and evaluate the impact of media projects and coverage and reach of media and communications activities., and provide regular reporting.

## **Technical Skills, Experience & Knowledge**

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- Qualification in media studies, strategic communications or journalism (or equivalent experience)
- At least five years' experience as a journalist or in a busy press office.
- Producing high-quality communications products to tight deadlines.
- Experience in managing teams, working with different cultures and working with geographically dispersed teams.

- Sound editorial judgement and ability to generate stories to further Oxfam’s organization objectives
- Strategic thinking, planning skills with an innovative and creative approach to problem solving
- Ability to develop creative briefs and customize stories and products for international audiences using a range of communications tools and channel.
- Ability to support complex projects with national, regional and international scope.
- Ability to conceptualize, design and deliver media, story-gathering and digital communication strategies.
- Ability to represent the organization in high-profile and high-pressured external environments.
- Ability to use various social media platforms to support Oxfam’s campaigns and program.
- Exercise a high degree of independent judgement in dealings with internal and external stakeholders and organizations.
- Ability and experience organizing and hosting international media, celebrity and other high-profile trips.
- Ability to organize content gathering trips.
- Ability to develop creative ways to engage the public on slow onset emergencies and development work
- Media training skills.
- Strong understanding of how the news media can be used to fundraise and influence change.
- Ability to manage brand and design guidelines for creative suppliers
- Knowledge of the international humanitarian and development context.
- Fluency in English and one of the 2 languages between French and Arabic – written, spoken and oral

### **Application Procedure**

Interested individuals must send their application (motivation letter & curriculum vitae) to [Recruitment.Naf@oxfam.org](mailto:Recruitment.Naf@oxfam.org) no later than **April 6<sup>th</sup>, 2022**

Please note the position, “**Media and Communication Lead**”, in the email subject line.

In case further clarifications are need before the applications submission date, please do not hesitate to contact us via email.

**Applicants from diverse backgrounds and nationalities based in North Africa or elsewhere in the MENA, and/or have proven experience in this region, are encouraged to apply.**

Only shortlisted candidates will have their application acknowledged.

***Oxfam is an equal opportunity organization***