



## **Sudanese Red Crescent Society (SRCS)**

### **TERMS OF REFERENCE**

**Job Title:** Communication and Dissemination Manager

**Gross Salary:** 1000 USD

**Net salary:** 750 USD

**Reporting to:** Secretary General, SRCS

**No. of Post:** 1

**Duty Station:** Khartoum with frequent travels to States.

**Duration:** One year Renewable

**Closing Date:** 28 July 2020

#### **Background:**

The Sudanese Red Crescent Society (SRCS) is a lead National society in providing quality humanitarian work, was established in 1956. (SRCS) was accepted into the Red Cross and Red Crescent Movement. (SRCS) a member of the International Federation of Red Cross and Red Crescent Societies (IFRC). The SRCS operates across the Sudan with 18 branches, more than 75 units and an active volunteer base of about 35,000.

The mission of (SRCS) is to Provide humanitarian aid services towards building secure and capable urban and rural communities through the transition to resilience, recovery, rehabilitation and development, in compliance with International Red Cross and Red Crescent Movement Principles and guidelines and in conformity with international human rights, through a sustainable development approach where environment conservation and rationalized use of natural resources are considered top priorities to help guarantee a safe global environment for future generations.

In 23 May, 2020, the Sudan Council of Ministers issued the decree No (179) by which a new Interim Central Committee for the SRCS was established with specific mandate to implement reform measures included in the decree.

For the success of such a huge reform endeavor, well planned, and carefully implemented strategic communication strategy is imperative.

#### **Overall Job Purpose:**

The post holder promotes, maintains and reinforces the image and profile of SRCS; manages media and social media channels and websites; facilitates and supervises the production of communications materials. S/he deals with journalists, reporters and media outlets requests during emergencies or disasters; and acts as a spokesperson when required. In addition S/he maintains good relations with partners and the general public;



creates demand for social services; should ensure efficient social mobilization activities and community engagement.

#### **Specific Job Duties and Responsibilities:**

1. Establishing an effective and proactive Communication and Dissemination Unit for the SRCS
2. Developing an overall communication and dissemination strategy for the SRCS for 2020 – 2021
3. Developing and action plan to implement the overall communication and dissemination strategy.
4. Planning, organizing, and implementing public information activities and community-based interventions in support of the SRCS programs.
5. Planning and covering SRCS activities in electronic and print media for dissemination to the mainstream media and the public
6. Planning and implementing proactive communication programs to enhance the image of the SRCS and its visibility within the Red Cross and Red Crescent Movement as well as at the national, regional and global levels.
7. Conducting communication monitoring activities to identify communication gaps and take correction measures.
8. Overseeing the SRCS digital communication, including the content for the website, social media, and newsletters.
9. Developing of Information, Education and Communication (IEC) materials - including info-graphics, video clips and other printed media such as brochures, fact sheets, booklets and magazine, if needed.
10. Ensuring media engagement by creating and maintaining positive media relations with local, national and international media
11. Monitor appearances of SRCS as well as its leadership and staff in the media
12. Establishing a system for receiving and timely responding to enquiries from the public, the press, line organizations and stakeholders.
13. Drafting of speeches, talking notes, letters and communiqués as and when required by the SRCS leadership
14. Documenting and sharing lessons learnt and good practices with stakeholders
15. Developing plans to enhance communication capacities for SRCS staff at the General Secretariat and the SRCS state branches



16. Ensure development of plans to disseminate the International Humanitarian Law and the Fundamental Red Cross and Red Crescent Principles among the general public and specifically selected audience.

### **Minimum Qualification, Skills and Experience Required:**

#### **Qualifications and Experience**

- University Degree in Mass Communication, PR, Journalism or other relevant field from a recognized University
- Eight (8) years' experience in media relations, PR and communication
- Demonstrated knowledge and use of participatory communication and community participation methodologies.
- Proven skills in communication, networking, advocacy and negotiations.
- Ability to organize and implement training, including development of curricula and methodologies.
- Ability to express clearly and concisely ideas and concepts in written and oral form.
- Strong computer skills particularly Microsoft Office and data analysis packages.

#### **Skills and knowledge**

- Excellent interpersonal & communication skills
- Fluency in English and Arabic oral and written is required.
- Presentation skills
- Excellent computer Skills
- Good IT skills.
- Research skills
- Willingness and ability to work in unstable environments and adhere to SRCS security policies

#### **Key Behaviors & Abilities**

- Ability to Apply Technical Expertise
- Maximizes use of resources to meet standards
- Ability to live and work under hardship condition with limited resources
- Demonstrate good organization capabilities
- Punctual at his/her duty station



- Respectful and willing to support others
- Confident in carrying out his/her tasks
- Ability to work independently and effectively as a member of team.
- Demonstrate commitment to SRCS core values and policies•

#### **Required Competency**

- Communication
- Teamwork & Collaboration
- Result Orientation
- Analytical Thinking
- Technological Awareness

Interested candidates are invited to send their Application, with their CV, copies of certificates (in PDF) should be sent directly to [www.sudanjob.net](http://www.sudanjob.net) or [job@srcs.sd](mailto:job@srcs.sd) only short listed candidates will be contacted for interviews. All inquiries should be addressed directly Sudanese Red Crescent Society (SRCS). Closing date will be on day: **28<sup>th</sup> /July/2020**. Any application after this date will not be considered.