



## EXTERNAL VACANCY

Haitian Red Cross in collaboration with American Red Cross is looking for

### **(1) External Communications Manager (National Position)**

**Line Reporting to :** Lamika Deputy Program Manager

**Frequent contact with :** All other American Red Cross staff, partners and other organisation working within the LAMIKA area..

**Background:** The American Red Cross (ARC) International Services Department (ISD) seeks to prevent and alleviate human suffering around the world by responding to disasters; building safer, more resilient communities; and educating future humanitarians. In pursuit of this mission, ARC mounted a major response to assist Haitian communities in the wake of the devastating 2010 earthquake, and the ARC Haiti Assistance Program (HAP) was established to direct that response. Over the past year, HAP has transitioned from a response and recovery mode to a sustainable development approach aimed at enhancing resilience in targeted communities over the longer term.

In response to the January 12 earthquake in Haiti, the American Red Cross (ARC) is scaling up its support to the Haitian people in their post-earthquake recovery. The ARC Haiti Assistance Program (HAP) has been established to direct the organization's response to the 2010 Earthquake in Haiti. HAP activities focus on integrated community recovery and preparedness interventions in Haiti working within the Red Cross/Red Crescent network, particularly with the Haitian Red Cross (HRC) and also through external partners.

The American Red Cross (ARC) is implementing a large-scale three-year urban development project known as LAMIKA. The project is designed using a community-based participatory approach and integrates services across the sectors of Disaster Risk Reduction (DRR), Livelihoods, Health, Shelter, and Water, Sanitation and Hygiene (WASH). It implements programs directly as well as through external partners such as Global Communities and Mercy Crops.

Under direct supervision of **Lamika Deputy Program Manager**, the role of the External Communications Manager is one that will look to highlight the success of the program through regular communications with external actors such as newspapers, social media outlets, radio programs and other relevant communication outlets. The External Communications Manager will also take an active role in leading the communication of project activities within the community. This will include producing banners, posters, etc. that highlight the work that has been or is being achieved. In addition the External Communications Manager will be responsible for preparing material for forums, workshops and other such events that the LAMIKA program requires to be represented at.

### **Specific Duties and Accountabilities**

- Develop and implement sound external relations and communications strategy for the LAMIKA program;
- Work closely with the Program Manager and other senior staff in Haiti to ensure the consistency and integrity of all communications developed for public information purpose by ARC and specifically the LAMIKA program in Haiti;
- Work closely with the Communications team based in Pétion-Ville to ensure the LAMIKA program messaging and communication material are coordinated with other ARC programs and align with the overall communication strategy;
- Establish and maintain positive relationships with all media working in Haiti both national and international;
- Establish a two-way line of communication with key implementing partners such as UCLBP, Global Communities, Mercy Corps, and the NGO community;
- Directly supervise and manage external relations, branding and marketing materials as required (banners, flyers, radio message) associated with the LAMIKA program;
- Prepare press releases and press events for the LAMIKA program;
- Perform regular site visits to meet with beneficiaries and program participants;
- Capture the ongoing activities (photos) and progress of the interventions on the field;
- Propose and/or develop video contents that can highlight the program activities.
- Prepare at least 12 success stories per year related to program activities;
- Establish social media strategy for the LAMIKA program in relation with the overall communication strategy;
- Work in collaboration with finance department to manage administrative and financial operations related to the production and design of communications support materials for projects.

### **Qualifications and Experience**

- Be in good mental & physical health
- Diploma in social sciences, communication, journalism or equivalent
- A minimum of 5 years of communications experience in community-based capacity communications, experience in interviewing and reporting
- Strong facilitation, communication and listening skills
- Demonstrated ability to discuss and communicate effectively with program team, beneficiaries, communities, Government and other stakeholders at local level
- Experience with journalist type interviewing and communications techniques
- Experience in conflict resolution & having capacity of judgment within urban settings
- Strong organization, leadership skills and excellent interpersonal relationship
- Experience in conflict resolution & having capacity of judgment
- Sound report writing skills
- Demonstrate ability and/or technical capacity to produce video contents
- Ability to manage field teams in the area of communications and a clear understanding of integrated programming
- Ability to work effectively under pressure and to organize and prioritize competing activities
- Advanced level in software such as Photoshop, Corel or other similar programs that can be used to prepare presentation material
- Adequate level in video software such as Adobe Premiere and/or Final Cut that can be used to prepare presentation material
- Proficient in English

The rules of conduct form an integral part of this contract and must be signed by the employee upon employment. This job description supersedes any prior version relative to the incumbent.

The American Red Cross is an Equal Opportunity/Affirmative Action Employer.

*Interested candidates should send their Curriculum Vitae with cover letter, all copies of certificates or diplomas, copy of ID card (NIF and CIN), certificate of police record by 5:00 pm December 11, 2015 at the following addresses:*

*Att.: Human Resources : External Communications Manager (National Position)  
American Red Cross Office  
22, rue Métellus, Pétion-Ville, Haïti, HT 6110*

*Or at : [amcrosshrrecruitment@gmail.com](mailto:amcrosshrrecruitment@gmail.com)*

*Subject : External Communications Manager (National Position)*

*Please notice that only selected candidates will be contacted.*