

MRC-AD/MIS/2024/079

Vacancy Announcement- RE-ADVERTISEMENT

Job title:	Programme and Communications Associate
Unit/dept/delegation:	Programme Department, Maldivian Red Crescent Headquarters, Hulhumale'
Reports to:	Project Manager- ERCP
Key Responsibility:	To develop, implement and support coordination of ERCP Project and MRC Programmes & Services.

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

MRC aims to be the nation's leading humanitarian organization, with Offices and Units spanned all over Maldives. It recruits members and volunteers, implements Programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

MRC's Strategic Plan 2019-2030 centers on the concept of resilience. It advocates a shift in thinking and practice, recognizing the need for better coherence in the areas of disaster management, climate change, and development work. This approach aims to increase effectiveness of MRC's humanitarian role and work done in Disaster Risk Management. MRC aims to work towards reducing vulnerabilities and increasing capacities to deal with frequently occurring natural hazards and the impact of natural disasters and climate change risks.

Enhancing Resilience Planning and Strengthening Community Preparedness (ERCP) in the Maldives is a project implemented by MRC supported by United States Agency for International Development Bureau for Humanitarian Assistance (USAID BHA) with the overall goal to enhance and strengthen risk-based resilience planning at island and city levels, and strengthen locally led preparedness and mitigation actions through systematic capacity building of existing resources and tools in island communities in the Maldives. The project will support the existing community-based disaster risk management (CBDRM) Programmes carried out within Maldives led by National Disaster Management Authority (NDMA) in alignment with MRC's Strategic Plan 2019 – 2030. This includes strengthening of technical and operational capacities of target islands by carrying out Enhanced Vulnerability and Capacity Assessment (EVCA), development of Island Disaster Management Plans, building emergency response capacity to sustain and institutionalize preparedness, and mitigation efforts across the target islands in close coordination with the National Disaster Management Authority.

Purpose

The Programme and Communications Associate will contribute and support the MRC's Project *Enhancing Resilience Planning and Strengthening Community Preparedness (ERCP) in the Maldives*, by developing and delivering the communications strategy of the project in accordance with the project requirements. The Staff will also work towards promoting MRC's Programmes & Services and visibility through social media.

The Programme and Communications Associate will be working under the supervision of Project Manager- ERCP and will work in coordination with Programme Officer – Communications & Advocacy, the Programmes & Services department in MRC Headquarters and MRC Unit/City Offices.

Key tasks and responsibilities

1. Support the development and implementation of communications strategy for '*Enhancing Resilience Planning and Strengthening Community Preparedness (ERCP)*' in accordance with the project requirements
 - Develop a communications plan for the project.
 - Ensure adherence to the project's Branding Strategy and Marking Plan
 - Ensure timely media and social media coverage, promotion and communications of the project, including the oversight of the project promotion, outreach and dissemination.
 - Ensure effective communication of project activities to relevant stakeholders.
 - Facilitate the implementation of project communication activities, travelling to project islands when necessary.
 - Facilitate and contribute to periodic reporting requirements of the project and ensure photographs and/or videos are taken during the project communication and Programme events.
 - Monitor and report on the effectiveness of communications materials, communication strategies and outreach activities.
 - Manage and monitor project consultants engaged in communications related project activities, and recommend corrective actions where necessary.
2. Support the development, implementation and monitoring of the organisation's communications with a key focus on working towards promoting MRCs Programmes/Services and increasing MRCs visibility through social media:
 - Supporting in increasing MRC's visibility efforts, working towards greater public recognition of the organization's Programmes and services through thematic social media advocacy.
 - Ensure all communications materials developed adhere to MRC's brand guidelines
 - Support and carry out timely updating of the social media pages of the MRC, such as Facebook, Instagram and Twitter, and the MRC website.
 - Supporting MRC Units in developing, coordinating, and directing social media outreach, promoting activities, Programmes and services carried out at unit levels, developing social media assets, and providing additional guidance to further strengthen Unit level communications activities.
 - Supporting in coordinating and marking identified important days and celebrations with relevance to MRC.
 - Liaise and build rapport with media outlets, through maintaining a register of media outlets and coordinating with relevant media outlets to ensure coverage of relevant project activities and initiatives to have a greater impact
 - Represent MRC and manage media appearances to provide essential information and engage with media outlets for comprehensive coverage of MRC's activities.
3. Emergency management and coordination
 - Provide necessary support to ensure MRC City Offices/Units are always ready to respond to emergencies.
 - Ensure capacity building and dissemination of knowledge on MRC's response policy and subsequent emergency response SOP's
 - Ensure effective and timely communications during emergencies.

Duties applicable to all staff

- Actively work towards the achievement of the MRC's goals and objectives.
- Abide by and work in accordance with the Red Cross and Red Crescent 7 Fundamental Principles.
- Perform any other work-related duties and responsibilities that may be assigned by the line manager.

