

JOB DESCRIPTION	
Department: Communications	
Position: Digital Communications Senior Officer	<u>Reporting to:</u> Director of Communications <u>Number of direct reports:</u> NA
Duration: Open ended	
Working hours : Full time (40 hours/week)	
Current Job Grade: C	

Purpose of the position

Under the direction of Communications Director and discussions with other Communications managers, Digital Communications Senior Officer will manage MSF-Japan's digital platforms, identify opportunities, mitigate risks, launch, evaluate and improve digital communication channels to disseminate MSF Japan's production contents effectively and efficiently to expand reach and engagement of supporters to fulfil the delivery of MSF Japan's strategic objectives.

Objectives

Digital Communications Senior Officer is expected:

- To develop strategy and to lead implementation of, digital communications including advertisement and promotions to raise awareness, and to increase reach and engagement of the general public, to meet strategic objectives of the Communications department and those of MSF Japan
- To collaborate with the Editorial Production Team to oversee and manage digital platforms and Social Networking Services, ensuring effective content dissemination.
- To monitor digital traffic and metrics to identify best practices and user interests, and analyze statistics, trends and tools to keep activities on track and to increase effectiveness of communications and promotions.
- To monitor, manage and report on possible risks in digital communications.
- To work closely with the marketing team of the Fundraising department, the web technical administrator and other members of MSF Japan to optimize and improve user experience, content creation and dissemination.

Requirements of the position

Based in Tokyo, Japan (commutable to MSF Japan's Office in Waseda)
Ability to respond to office needs sometimes on weekends and outside regular work hours.

Main Responsibilities

Digital Communications

- Ensure MSF Japan's content is disseminated effectively through MSF Japan's website, social media platforms, and other digital channels and platforms, including advertisement and paid promotion, in alignment with other departments and teams.

- Lead the planning of communication strategies for MSF Japan digital channels and their implementation in collaboration with other teams within the Communications department and other departments to increase reach and engagement of the Japanese public.
- Along with Editorial Production team, manage MSF Japan website contents structure and user experience with keeping MSF core communication identity as MSF Japan organizational wide platform with collaborating with other departments. Manage digital content dissemination schedule using social media platforms and e-newsletter with considering effectiveness and user experience.
- Provide technical support to the Communications department regarding digital communications, act as a focal point between other departments and teams, and work with outside vendors to support their digital approaches.

Analysis and review

- Monitor, analyze, and report on the performance of digital communications and reflect to digital strategy and make recommendations to improve and/or develop digital content, in close collaboration with communications officers and the webmaster.
- Develop/improve website and other digital communications measures.

Digital Engagement and Risk Management

- Monitor digital platforms regularly, manage comments, enquiries, and engagement, and respond to possible risks promptly.

<h3>Qualifications and requirements</h3>

Essential

- Strong interest in and commitment to international humanitarian work and MSF.
- Minimum 3 years work experience in digital media, digital communications, or digital marketing.
- Knowledge and ability to analyze complex data of digital communications using analytics tools such as Google Analytics.
- Knowledge of digital platforms, digital trends, and methods.
- Proven ability to manage external vendors.
- Proven ability to work under tight deadlines and to manage multiple tasks.
- Ability to take creative and innovative approaches.
- Strong interpersonal and administrative skills.
- Ability to work independently and as a member of a team.
- Native-level Japanese proficiency and business-level English proficiency.

Desirable

- Previous work experience (especially in the field of growth) in digital media, communications, or e-commerce.
- Develop communication strategies on digital channels
- Strong computer literacy and knowledge of HTML and SQL.
- Good understanding of MSF field programs and principles of action.

Special Notes:

This Job Description is only a summary of the typical functions of this position and not an exhaustive or comprehensive list of all possible job responsibilities and duties. Accordingly, the responsibilities and duties of the job holder might differ from those outlined in this Job Description and other duties, as assigned, might be part of the job due to the organizational and operational needs.

Other Conditions

- Salary to be defined as per MSF Japan Salary Scale
- Social insurance coverage: Japanese government insurance (Health Insurance, Welfare Pension, Employment Insurance and Workers' Accident Insurance)
- Holiday: Saturday, Sunday, Japanese national holidays, and any other days specified by MSF Japan.

Application documents (Please send all these documents)	1. CV, with your photo if possible (in English) 2. Motivation Letter (in English) 3. 履歴書（和文・できれば写真付） 4. 職務経歴書（和文） 5. 志望動機書（和文）
Email Address	Please send the above documents to: hqhr-recruitment@tokyo.msf.org
Application Deadline	June 15, 2025
Note	Only short-listed applicants will be contacted. We will close the position as soon as we find the best candidate