

JOB DESCRIPTION	
<b>Department: COMMUNICATIONS</b>	
<b>Position:</b> <b>MEDIA &amp; PUBLIC COMMUNICATIONS MANAGER</b>	<u>Reporting to:</u> Communications Director  <u>Number of direct reports:</u> 1-3
<b>Duration: Open-ended</b>	
<b>Working hours: Full time (40 hours/week)</b>	
<b>Current Job Grade: D</b>	
<b>New Position</b>	

### About MSF and MSF Japan Communications Department

Médecins Sans Frontières (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, regardless of ethnic origin, gender, religion or political affiliation.

MSF has around 47,000 local and international staff working in over 70 countries and regions, in some of the most challenging places in the world. Our medical humanitarian projects are supported by teams in 42 countries around the world, including Japan established in 1992.

MSF relies on donations from private individuals and organisations for the majority of its income. This private funding gives MSF the freedom to respond where the need is greatest and speaking out publicly when we witness acts of violence and unacceptable suffering, free from any political interference.

MSF Japan supports field operations by increasing awareness of our work, building relationships and increasing engagement with our supporters, raising funds, advocating for changes on medical humanitarian issues, and recruiting staff for field operations. Through communications and temoignage, the MSF Japan Communications Department plays a pivotal role in raising public awareness about humanitarian crises happening around the world and the challenges faced by the people we seek to assist with the aim of increasing public engagement and support for humanitarian assistance.

### Purpose of the position

The Media & Public Communications Manager leads development and implementation of media strategies to raise awareness of MSF work, its concerns and the challenges faced by the people and communities MSF seeks to assist with target national and international audiences. Guided by the Director of Communications, as well as the mission and strategy of MSF Japan and those of the Communications Department, the Media & Public Communications Manager is responsible for successful media coverage to fulfil the delivery of MSF Japan's communications objectives, as well as successful risk and crisis communications to mitigate reputational risks of the organisation by closely liaising and collaborating with teams within MSF Japan and the Movement.

## Objectives

To raise the profile, reputation and influence of MSF and its causes as a leading medical humanitarian organization in Japan via increasingly diverse media and other means of impactful public communications in support of the organisation's representation, advocacy, fundraising, recruitment, and operational activities.

## Requirements of the position

Based in Tokyo (Commutable to MSF Japan Office in Waseda), ability to travel at short notice in Japan and internationally to MSF field locations which may be sites of extreme poverty and instability.

## Main Responsibilities

### 1. Planning and Strategy

- Take an active role in and contribute to MSF Japan's annual planning, strategic and communications decisions, as well as setting departmental annual objectives and action plans aimed at deepening public understanding of the MSF principles and broadening support in Japanese society for humanitarian aid.
- Develop MSF Japan's media strategy including identifying key target media and promotion methods to increase public awareness about humanitarian crises and challenges faced by the people and communities MSF seeks to assist.
- Plan, manage, review, and analyse the outcome and impact of media & public communications activities, and apply lessons learnt to the mid- to long-term strategy as well as annual objectives and action plans.
- Ensure feasibility and sustainability with operation scheme, when launching media relations initiatives aligned with the Communication Department's strategy.

### 2. Media Relations

- Lead and oversee media relations of MSF Japan, including writing press releases and providing materials for the media, generating and facilitating media coverage for MSF, and building productive long-term relationships with national and international media outlets in Japan and the region.
- Pursue hands-on press management including media interviews and visits when a request is particularly high-profile or sensitive, when team members are absent, and/or when a situation requires travel and work outside of core office hours.
- Serve as spokesperson with the Japanese-language media and identify other spokespersons as appropriate, with an emphasis on the General Director, the President and internationally mobile staff capable of accurately communicating the organisation's identity, values, activities, and messages to the public.
- Keep abreast of new, fast-moving, emergency situations, and communicate them clearly and engagingly to our target audiences.
- Work closely with members of the Communications Department and staff in other departments to increase public awareness and support for MSF by seizing media opportunities in a timely manner.
- Manage MSF Japan's social media channel(s) targeting the Japanese-language media.

### 3. Branding and Messaging

- Ensure MSF brand and messaging is clear and consistent in all public communications and to all those who come in contact with or interact for MSF through public

communication activities. Work closely with the Editorial Production Manager, the Public Engagement Manager, and the Communications Director on the consistency.

- Oversee and delegate as appropriate the development of materials for the media and ensure MSF Japan's public communications are of a high standard.
- Serve as a member of the MSF Japan Editorial Committee to elevate the quality of MSF Japan's external communications through in-depth discussions and provision of guidance regarding communications approaches, messages and contents in compliance with MSF standards, procedures, branding, and policies.

#### **4. Collaboration**

- Work closely with the Director of Communications, the Editorial Production Manager, and the Public Engagement Manager to ensure clarity on departmental projects and team roles.
- Serve as back-up of the Director of Communications in his/her absence, including at the time of operational, reputational, and other organisational crises except situations of critical security incidents.
- Work closely with other members in the Communications Department to create synergy, and to develop materials and approaches to support media engagement plans. Advise the Communications Director, the Editorial Production Manager, the Public Engagement Manager on opportunities and challenges in the media.
- Advise MSF Japan's President, the General Director, and senior members of the organisation on opportunities and challenges in the media including setting up media training opportunities for those assuming public representative roles.
- Proactively liaise and work with other office staff on media-related initiatives, and assist and advise them on objectives and activities pertaining to public communications, including, but not limited to, fundraising, human resources recruitment, field operations, as well as advocacy and medical affairs.
- Act as primary liaison between MSF Japan and senior media relations counterparts in other offices across the MSF Movement.
- Ensure that MSF Japan is aware of, benefiting from, and contributing to relevant MSF Movement initiatives globally and regionally.

#### **5. Risk and Crisis Communication**

- Handle or lead risk communication, which requires planning steps and protocols based on a consent among stakeholders, draft and share documents outlining these procedures, to help MSF Japan in mitigating potential risks.
- Handle or lead crisis communication, which encompasses monitoring media coverage, assessing public sentiment, and developing communication documents including public statements to communicate MSF's positioning as well as Q&A to address public and media inquiries.
- Liaise and collaborate closely with teams within MSF Japan and the Movement to mitigate operational and reputational risks in crisis communications.

#### **6. Management and Staff Development**

- Lead and motivate the Media Relations Officer(s) by providing supervision, guidance, and support to the team member(s) in order to bring about their fullest potential and best performance.
- Set clear attainable individual objectives with team members, evaluate staff performance in accordance with MSF Japan's established procedures, and help establish a development path for each team member through coaching, guiding and nurturing staff talent.
- Ensure team activities meet schedule and gaps are filled during staff absence.

- Regularly assess and manage team budget.
- Lead and supervise temporary staff or manage external vendors and/or freelancers

## 7. Administration

- Attend regular and scheduled meetings to share information, brainstorm solutions and coordinate priorities with the communications team and other departments and teams of MSF Japan.
- Provide written updates on activities and outputs as part of wider communications reporting structure as required.
- Maintain commitment to the aims and values of MSF through proactive involvement in and attendance at ongoing MSF Japan and wider movement operational activities.

<b>Qualifications and requirements</b>
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### Essential

- Genuine interest in and commitment to the medical humanitarian principles of MSF.
- Minimum of 8 years relevant work experience in the private sector, or with a non-governmental or non-profit organization in the field of public relations, communications or journalism.
- Proven ability to develop strategic plans.
- Deep understanding of news media and trends in Japan
- Insight and understanding of communications approaches and media landscape of Japan.
- Strong news judgement.
- Strong people and team management skills
- Strong time management skills, including the ability to manage several media requests concurrently under tight deadlines
- Highly organised and detail-oriented.
- Creative thinking.
- Excellent interpersonal skills and ability to work as part of a team with diverse cultural backgrounds.
- Native level Japanese language ability.
- Native level English language ability.

### Desirable

- Good network of contacts in media and public relations.
- Ability to speak other languages.
- Good understanding of medical topics.
- Good understanding of and experience in MSF field activities
- Curiosity and willingness to learn, explore new ideas.
- Familiarity with being outspoken and working in a diverse organizational culture.

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### 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 jobholder might differ from those outlined in this Job Description and the other duties, as assigned, might be part of the job due to the organizational and operational needs.

<b>Other Conditions</b>
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- 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: <b>hqhr-recruitment@tokyo.msf.org</b>
Application Deadline	<b>February 22, 2026</b>
Note	Only short-listed applicants will be contacted. We will close the position as soon as we find the best candidate.