

International Digital Industry Advisor at Medecins Sans Frontieres (MSF)

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Job Description

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Médecins sans frontières (MSF) or Doctors Without Borders, is an international humanitarian-aid non-governmental organization (NGO) and Nobel Peace Prize laureate, best known for its projects in war-torn regions and developing countries facing endemic diseases.

POSITION BACKGROUND

In , the MSF representative platforms of all Directors of Fundraising and Communications tasked the International Office to create an International Digital Engagement Unit to consolidate expert support to the digital engagement community within MSF.

In the last few years, MSF is increasingly relying on social media platforms and digital engagement companies to achieve different institutional objectives including communications, recruitment and fundraising objectives. The demand for support with managing relationships with the corresponding technological companies continues to grow across MSF's highly decentralised movement.

There is a need for greater global coordination to develop and maintain strong relationships with corresponding companies and stakeholders in a digitalised world.

PLACE IN THE ORGANISATION

The International Digital Industry Advisor will be a member of the International Digital Engagement Unit, which is a part of MSF International.

This team reports directly to the International Communications Coordinator and functionally to the International Fundraising Coordinator. The unit is made up of 6 people working in different areas of digital expertise and based in different MSF offices.

The International Digital Engagement Unit works closely with different working groups and task forces within MSF's digital community to support communications and fundraising.

The International Digital Industry Advisor will report to the Head of the International Digital Engagement Unit.

OBJECTIVES OF THE POSITION

The International Digital Industry Advisor coordinates collective efforts to strengthen and maintain MSF's relationships with the main international digital players in close coordination with different taskforces and working groups. S/he will liaise with "Big Tech companies" on behalf of the whole organisation to gain leverage, find solutions to common problems, and coordinate for common opportunities and contracts while advising them on products and services that best fit their needs.

MAIN RESPONSIBILITIES

Strategic coordination

Develop and lead a global engagement strategy with main international digital players

Map and consolidate existing contacts across the MSF movement with the main international digital companies and build new reliable ones on behalf of the whole organisation by connecting with internal stakeholders

Engage closely with MSF international working groups and a wide range of stakeholders to build a system to identify, collect, and prioritise common needs within the organisation (fundraising, communication, advocacy, operational security, health promotion, mis/disinformation, fraud, branding, data protection)

Identify and inform internally about common opportunities such as new products, marketing and fundraising features, in-kind donations, and pro bono support

Facilitate interactions between MSF leaders and senior managers within the digital tech companies

Oversee the development of movement-wide contracts with these companies, in close consultation with the international and market-based buyers and procurement teams

On an ad-hoc basis, manage longer-term initiatives involving MSF's links with digital companies

Exchange and coordinate with other like-minded organisations and groups to build synergies

Strategic guidance

Stay abreast of the release of new features and new tools and provide regular information across the organisation

Deliver expert advice to internal stakeholders across the organisation and act as technical focal point for integration of emerging new features on platforms already used by MSF

Create a clear intersectional system to contact the main digital tech company to ask for direct support in emergency and disinformation situations

Act as focal point when needed to report and resolve critical cases involving security and reputational issues including misinformation / disinformation

Liaise with other relevant internal stakeholders, such as security focal points or humanitarian affairs advisors to contribute to a more integrated approach towards global digital players

Encourage and contribute to ethical conversations about our use of specific platforms

On occasion convey MSF concerns related to recurrent issues identified on digital platforms to relevant players

Innovation Advisor

Act as the innovation focal point especially for the Fundraising digital community

Participate in internal MSF and industry-wide conversations regarding cryptocurrencies, meta verse engagement, social CMS, gaming, and artificial intelligence to advise digital teams on the best use of these technologies

Actively contribute to innovation culture in MSF's digital community

Lead on training and capacity building

Coordinate knowledge sharing and learning opportunities for a wide range of internal stakeholders (communications, fundraising, operations, etc) on digital tech topics according to new product release, need and internal stakeholders' requests

Partner with tech companies to organise information sessions and training

Other

Potentially contribute to the out of hours team on-call rotation for social media listening or publishing to website and social media

On occasion, take on other responsibilities in agreement with supervisor

Job requirements

Genuine interest in, and commitment to, the humanitarian principles of MSF.

At least a bachelor degree in relevant fields (international affairs, communication, marketing, digital transformation) or any other relevant field of expertise

At least 10 years of proven experience in a digital engagement domain, or equivalent combination of education and experience

Excellent knowledge about digital engagement and its functioning

Able to interact effectively at all levels in a complex international organisation

Strong interpersonal skills, including representation skills and negotiation abilities

Excellent oral and written communication skills, organisation, and attention to detail

Ability to work with a minimum of supervision and under pressure

Ability to transfer knowledge effectively to train users on new systems/solutions

Excellent team working capacity

Coordination, and information management skills

Strong analytical and problem-solving skills

Fluent in English (oral and written)

Enthusiasm, self-motivation, initiative, and resilience

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