



Strategic Communications Advisor - Based in Dakar W/M

8 septembre 2026

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization created in 1971 that delivers emergency aid to people affected by armed conflict, epidemics, healthcare exclusion and natural disasters.

The Dakar Communications and Fundraising Department is recruiting a Strategic Communications Advisor based in Dakar, Senegal.

MISSION

Based in Dakar, within the Communications and Fundraising Department, the Strategic Communication Advisor (SCA) is one of six public-positioning focal points at the Geneva Operational Center (OCG).

The SCA is a member of an operational “cell,” a multidisciplinary team that serves as the direct interface between headquarters and the field. Each cell member is responsible for a specific functional area under the supervision of the Program Manager, while maintaining a hierarchical link with their technical service.

The SCA is the referent and first responder for a portfolio of countries and/or themes on all public-positioning and communications matters, both internal and external. The role provides strategic advice, coordination, and execution from a public-positioning perspective, including visibility and local communications.

In close collaboration with Program Managers and Advocacy Advisors, the SCA contributes senior analysis, positioning inputs, tactical advice, and the development of key messages and communication tools, in line with MSF’s *Telling It as It Is* vision.

Based on mission needs, the SCA supports Heads of Mission and field communications staff in designing and implementing communication strategies to best serve medico-operational objectives. The role also includes liaising with international media, ensuring a regular flow of information across OCG and the MSF movement, and undertaking field missions as required.

The Strategic Communication Advisor reports to the Head of Operational Communications, works closely with the Operational Regional Communications teams based in Dakar, interacts on a regular basis with intersectional communications advisers based in other ODs, and acts as a back-up to other team members when needed.

MAIN ACTIVITIES

Under the leadership of the relevant Operational Program Managers and in close collaboration with the relevant Advocacy Advisor, the Strategic Communication Advisor (SCA) initiates,

contributes to, and provides strategic advice in positioning discussions related to contexts and issues. The SCA brings analysis, relevant inputs, and guidance on positioning choices and tactics.

The SCA is expected to propose, develop, and drive the implementation of public-positioning and communication plans, including engagement strategies, messaging, and tools, to support MSF's mission and activities, in consultation with Program Managers, Heads of Mission, and field communications staff.

The SCA gathers, develops, and verifies information through thorough research and analysis of accessible narratives, ensuring accuracy and relevance. With a strong “nose for news,” the SCA identifies opportunities to tell impactful stories and translates them into engaging content formats, including articles, video scripts or narration, and social media plans, while proposing concrete content solutions.

MAIN RESPONSABILITIES

Public positioning referent

- Provides strategic advice on public positioning to cell members and field teams.
- Acts as a sparring partner to the relevant Operational Program Managers and, in close collaboration with internal stakeholders, shapes, flags, develops, and drives the validation of coherent messages, press releases, and public-positioning tools (e.g. videos, opinion pieces).
- Leads strategic communication planning and tactics for public use, identifying speaking-out and *Telling It as It Is* opportunities and driving both strategic planning and concrete outputs.
- Provides field-focused analysis and timely strategic advice on MSF's core identity, bridging gaps between perceived and desired identity based on offline and online narratives.
- Ensures up-to-date monitoring, risk and context analysis, perception analysis, local communications assessment, and stakeholder mapping.
- Represents OCG Operations in intersectional communication platforms (operational centers, hubs, entities, partner sections), ensuring consistency of messages across the MSF movement and contributing OCG perspectives to intersectional positioning and engagement public.
- Translates MSF positions, ideas, and objectives into clear and audience-appropriate messaging (offline and online), and develops briefings and communication products for executives, including articles, white papers, blogs, and web content.
- Ensures internal and external communications are coherent, aligned, and complementary.
- Manages specific cross-cutting or external projects, including coordination with external partners when required.

Senior content management

- Designs, conceptualizes, coordinates, and drives the validation of communication content. Produces and is accountable for the timely delivery of high-quality communication materials, including articles, press releases, Q&As, talking points, and communication

packages.

- Serves as the primary source of information—reactively and proactively—for the Communications and Fundraising Department and the wider MSF network on OCG activities within the assigned portfolio or themes.
- Acts as a spokesperson when required and manages media inquiries; facilitates media opportunities for operational and specialist staff in coordination with communications colleagues.
- Leads and coordinates public communications efforts across OCG countries and themes, engaging global audiences on behalf of the Communications and Fundraising Department.
- Develops narratives around key initiatives and oversees the production of strategic public-facing content, including opinion pieces, reports, speeches for senior management, talking points, and communication guidance (reactive and proactive).
- Drives the approval process for all communication content with the relevant Operational Program Manager, unless formally delegated, including:
 - Global and local communication packages
 - Leverage communication products
 - Social media content
 - Country sections in MSF annual reports (International Activity Report and OCG Annual Report)
 - Fundraising content
- Builds and maintains an internal network across OCG units, other operational centers, and hubs to identify communication opportunities and provide guidance; participates in relevant working groups.

Emergency and crisis communications

- Acts as a first responder in emergencies and crisis communication situations.
- Is on call 24/7 and available to travel on short notice.
- Provides communication expertise and support to emergency program managers and desks, including attendance at crisis calls and meetings.
- Drafts and disseminates internal and external updates, ensures appropriate information flow, manages media requests, liaises with international media, and coordinates journalist visits to the field as needed.
- Serves as a member of crisis management teams during critical incidents.

Field communications support and capacity building

- Temporarily covers field communications roles or substitutes for colleagues when needed.
- Provides mentoring and support to field communications staff and coordination teams.
- Undertakes regular field visits to support strategy development and public positioning at country level.
- Designs, prepares, and delivers training modules for communications and operational staff.
- Contributes to the development and updating of the Online Communication Toolbox.

- Briefs and debriefs senior expatriates before and after field missions.
- Works closely with communications colleagues on monitoring, evaluation, feedback, and the development of campaigns and content.
- Contributes to field HR management for communications staff, including recruitment support, mentoring, and technical and emotional support.

Other responsibilities

- Acts as back-up for OCG upon request.
- Participates in unit and departmental meetings and working groups.
- Undertakes specific projects upon request of the Head of Operational Communications.
- Is expected to spend significant time in the field (approximately one month per year).

Required profile:

Education : University Master in a relevant discipline such as political science, international relations, journalism, communication management or public relations

Experience :

- 5-8 years' work experience journalism and/or communications, and/or content generation (inside or outside of MSF) in the humanitarian sector, and/or MSF ops experience
- Excellent public communications skills and sound knowledge of the media environment
- Proven capacity to work in stressful environment and to tight deadlines
- A year of MSF and/or field experience a strong asset.
- An understanding of humanitarian interventions, their principles and ethics.
- Track record of developing successful communications

Skills/ Technical competencies:

- Solid understanding of dilemmas associated with humanitarian assistance
- Strong knowledge of crisis communications and public relations skills
- Available to travel to the field with very short notice and 50 % of her/his time
- Excellent writing, editing, and proofreading skills including ability to accurately synthesize complex and sensitive material to produce content for publication in English
- Demonstrated understanding of how media works at national, local and international level
- Excellent public communications skills and sound knowledge of the media environment
- An understanding of humanitarian interventions, their principles and ethics.
- Ability to deliver multiple simultaneous projects

Personal qualities:

- Aligns with the core values of MSF
- A sense of humour
- Demonstrates behaviours in ways of working: Articulate, creative, strive for impact, listen deeply, collaborate openly, innovate fearlessly, tenacious.

Languages:

- Highly effective oral and written communication skills in French and English
- Ability to understand local languages is a strong asset

Employment conditions

Status: Open-Ended Contract, based in Dakar, Senegal.

Salary: Level 12 of the MSF salary grid

Start date: As soon as possible

To apply: Please submit your application (cover letter, resume, and diploma.s) online by September 30th, 2026 here: [**Recrutement MSF**](#)

At MSF, we value diversity and strive for an inclusive and accessible working environment. We encourage all suitably qualified people to apply, regardless of their ethnic, national or cultural origin, age, gender, sexual orientation, beliefs, disability or any other aspect of their identity.

Date limite de dépôt de candidatures

30 septembre 2026

MSF tient à la protection des données personnelles de ses membres, de ses salariés et des personnes souhaitant rejoindre l'association. Les données collectées lors de cette candidature seront strictement transmises, pour un traitement équitable et de qualité, aux personnes intervenant dans le processus de recrutement, quel que soit l'endroit où se trouve la structure MSF à laquelle elles appartiennent. Pour plus d'informations sur la façon dont sont traités vos données et vos droits, [veuillez consulter notre politique de confidentialité.](#)