



Myanmar Red Cross Society

HR-VA No.097 – Communication Manager



Myanmar Red Cross Society (MRCS) is volunteer based humanitarian organization throughout the whole country acting with and for the most vulnerable at all times.

Communication Manager

No. of Post	: 1 post
Report to	: Deputy Director
Program/Project	: MRCS Earthquake Response & Relief Operation
Department	: Humanitarian Values & Communication Department
Duty Station	: Naypyitaw/Yangon
Grade	: F-2
Benefits	: Salary + Insurance + Monthly Allowances + Periodic Allowances + Training Communication Charges + Travelling Allowances + Casual Leave + Quarantine Leave + Earned Leave + Medical Certificate Leave + Maternity Leave + Home Leave + Substituted Leave + Paternity Leave + Compassionate Leave + Blood Donation Leave
Period	: Till at the end of 2025 and possible extension
Application Period	: 25-June-2025 to 30-June-2025, 16:30 p.m.

Brief Intro About Department or Program: Myanmar Red Cross Society (MRCS) is volunteer based humanitarian organization throughout the whole country acting with and for the most vulnerable at all times. Humanitarian Values & Communications are promoting the understanding and respect for the Red Cross Principles, emblem, humanitarian values, International Humanitarian Law, and develop a culture of non-violence and peace within the country. To strengthen the role of all members, staff, volunteers, and youth in undertaking humanitarian diplomacy to support vulnerable people in Myanmar. And also, to strengthen Communication capacity at all levels to ensure effective and smooth communication, information and reporting in both emergency and normal times.

The Earthquake Operation under the Myanmar Red Cross Society (MRCS) is a dedicated emergency response initiative designed to address the urgent humanitarian needs resulting from the recent earthquake that has impacted multiple regions across Myanmar. Coordinated with support from both domestic and international partners, the operation aims to provide timely and effective assistance in key sectors such as shelter, health, water and sanitation, livelihood recovery, and protection services. **The Earthquake Operation is managed under the Mandalay Earthquake Relief**

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MRCS-DRC/HV & Comm/Communication Manager/25/6/2025



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and Recovery Operation (ERRO) Team, working in close collaboration with MRCS internal departments, branches, volunteers, and communities to ensure a well-coordinated, people-centered response aligned with MRCS's strategic priorities and operational guidelines.

Purpose of the Position: The Communication Manager is responsible for leading and managing all aspects of MRCS's communications. This includes shaping and implementing the overall communication strategy, strengthening public trust, guiding digital and media engagement, supervising communication staff, and building institutional communication capacity at all levels. The role ensures the visibility, relevance, and credibility of MRCS, both nationally and internationally, in alignment with the Fundamental Principles of the Red Cross and Red Crescent Movement.

Duties and Responsibilities:

Strategic Communication Management & Planning

1. Translate MRCS's strategic communication vision into actionable and measurable operational plans.
2. Develop and lead the implementation of a cohesive MRCS communication strategy that supports organizational goals and reflects humanitarian principles.
3. Ensure alignment of communication messaging and tone with Movement partners (IFRC, ICRC, PNS) and MRCS's values.
4. Monitor trends, public sentiment, and media narratives to inform adaptive communication planning.
5. Lead crisis communication preparedness and response, including scenario planning and reactive lines.
6. Lead regular **environmental scanning and media monitoring** to identify emerging trends, risks, and opportunities, and feed insights into communication planning and decision-making.

Content Oversight & Brand Compliance

7. Ensure consistency, clarity, and quality of all MRCS public communication materials across platforms.
8. Approve key content including media releases, social media posts, IEC materials, publications, and campaign narratives.
9. Oversee brand identity and compliance with MRCS communication guidelines.
10. Support the production of high-impact storytelling and multimedia documentation (photo, video, graphics) that reflect the voices of affected communities.

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Media Relations & Crisis Communication

11. Build and maintain strong relationships with national and international media outlets.
12. Coordinate timely and accurate press outreach and ensure proactive media engagement.
13. Serve as or support MRCS's spokesperson during emergencies, ensuring coordinated messaging.
14. Develop and maintain media kits, press releases, talking points, and reactive lines.
15. Monitor reputational risks and lead mitigation measures.
16. Oversee the development and implementation of MRCS's digital communication strategy.

Digital Communication & Social Media Strategy

17. Guide the Social Media Officer in content planning, real-time engagement, and performance tracking.
18. Coordinate thematic digital campaigns that engage public audiences and highlight MRCS's work.
19. Analyze digital metrics to inform strategy adjustments and audience targeting.
20. Oversee **real-time social media response** and audience interaction to ensure timely, appropriate, and values-driven engagement.

Internal & External Communication Coordination

21. Ensure strong internal communication flows between HQ, branches, and departments.
22. Collaborate closely with other departments to integrate communication support into their activities.
23. Coordinate with Movement partners (IFRC, ICRC, PNS) on joint messaging, campaigns, and information sharing.
24. Represent the Communications Department in internal and external meetings, forums, and planning sessions.
25. Engage, coordinate, and provide leadership to Communication Focal Persons at State and Region level, ensuring consistent messaging, content sharing, and capacity strengthening across MRCS branches.

Capacity Building and Technical Support

26. Design and deliver communication training and workshops for MRCS staff and Red Cross Volunteers (RCVs).
27. Develop communication toolkits and templates for branch-level use.
28. Provide coaching and mentoring to branch-level focal points to strengthen grassroots communication capacity.
29. Promote ethical storytelling and inclusive communication practices across MRCS.

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30. Design and lead **Operational Communication Training** for Red Cross staff and volunteers at HQ and branch levels to ensure preparedness and effective messaging during emergencies and operations.
31. Develop toolkits and guidance to support consistent and context-appropriate communication during field operations.

Reporting, Monitoring & Evaluation

32. Compile and submit monthly and quarterly reports on communication activities, performance, and impact.
33. Monitor media coverage, social media engagement, and public perception of MRCS.
34. Document and share lessons learned and best practices for continuous improvement.
35. Support contributions to donor and Movement partner reports.
36. Carry out direct assignments or special tasks as delegated by the Director in alignment with organizational priorities.

Financial Oversight & Resource Management

37. Prepare and manage the communication department budget, ensuring alignment with strategic priorities.
38. Monitor expenditures and ensure timely financial reporting.
39. Identify and support resource mobilization opportunities to strengthen communication initiatives.

Team Supervision & Management

40. Supervise, mentor, and support the professional development of communication staff.
41. Oversee team task allocation, work planning, and performance management.
42. Foster a collaborative, accountable, and creative team culture.
43. Conduct regular staff appraisals and support career development plans.

Skills, Competencies and Requirements:

- **Must be University Degree Graduate**
- Master degree in Communications, Journalism, Public Relations, Development Studies, Any Management or related fields are preferred
- Minimum 5 years of relevant experience in communication, with at least 3 years in a managerial role
- Proven experience in media relations, social media strategy, and crisis communication.
- Experience in programme management including in planning, implementation, monitoring, reporting and budget control

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- Experience in facilitation of trainings and workshops
- Experience in promotion of Humanitarian Values
- Good knowledge of producing IEC materials
- Good leadership skills and ability to work on own initiative and to solve problem
- Good computer literacy and good knowledge of applications (especially Photoshop, illustrator, video editing software, etc.)
- Familiarity with digital analytics tools
- Willingness and ability to travel to sites programme over 60% of time
- Background in training or capacity development
- Able to work under pressure and to tight deadlines
- Strong understanding of humanitarian principles and the Red Cross and Red Crescent Movement and willingness to actively promote Red Cross fundamental principles
- Knowledge of different communication channels and how to reach different audiences
- Ability to build excellent working relationships with internal and external partners
- Good understanding of humanitarian or development sector
- Good interpersonal skills
- Ability to travel anywhere at short notice and handle high stress and tight deadlines
- Excellent command of English and Myanmar especially in translating, including written, spoken and typing
- Ability for follow Red Cross (7) Fundamental Principle, MRCS Policy, Strategies and Guidelines
- Understanding of Commitment to and willingness to actively promote the Red Cross and Red Crescent Fundamental Principles
- Experience Of Working for the Red Cross/ Crescent is Preferred
- Red Cross Volunteers and females are encouraged to apply

****Note: Applicants will be considered to be shortlisted that need to send application letter, CV, passport-size photo, education qualifications and references (PDF Version) to:**

Head Office:

Myanmar Red Cross Society

Razathingaha Road, Dekhinathiri Tsh,

Nay Pyi Taw

Email: mrcshrrecruitment@redcross.org.mm

Yangon Office:

Red Cross Building

No.42, Strand Road, Botahtaung Township,

Yangon

For more information and application, please visit to the www.redcross.org.mm

Only short-listed candidates will be contacted for a personal interview.

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