

JOB TITLE:	Communications and Liaison Officer
DEPARTMENT:	MSF APAC (Remote, Philippines-based)
JOB HOLDER:	
REPORTS TO (JOB TITLE):	Hierarchical: APAC Regional Head of Comms
JOB STATUS:	<i>Full-time permanent</i>

JOB PURPOSE

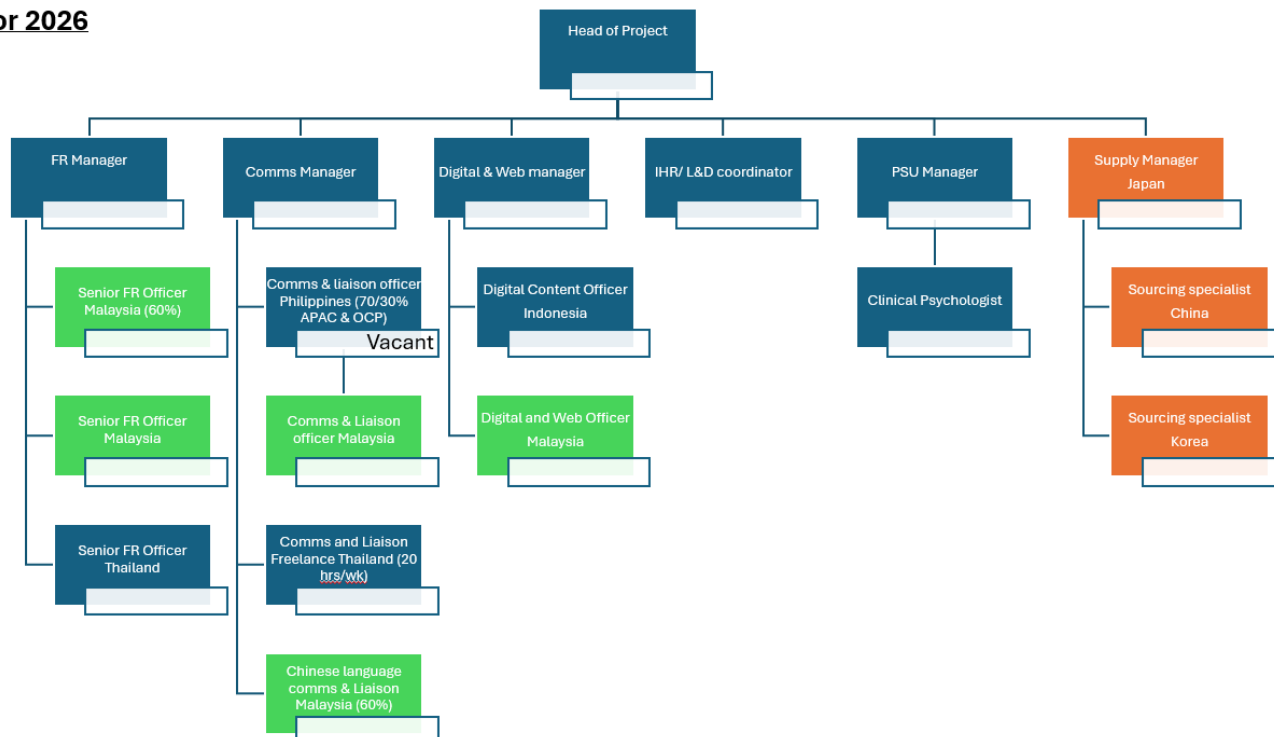
Plan and manage public communications and engagement activities in the Philippines and the Asia Pacific region to raise the visibility, awareness and acceptance of MSF, by promoting the profile and identity of the organisation as well as its worldwide activities and humanitarian concerns via media, social media and public events for targeted groups among the general public, in conjunction with the overall MSF Asia Pacific (APAC) communications, fundraising and recruitment, as well as operational communications.

All communications related to MSF's operations in Philippines need to be signed off by the OC Head of Mission through the Communications Advisor.

DIMENSIONS

- Develops and produces communications content for APAC website, social media platforms, media sharing, for videos, among others.
- Develops and implements communications campaigns, including public events and outreach activities, for visibility and/or advocacy purposes and in support of fundraising and recruitment.
- Networks with and manages relations with media and other key groups such as digital influencers, key opinion leaders, among others, for coverage and visibility of MSF activities globally, regionally and within the Philippines.
- Provides operational communications support to MSF mission/s in the Philippines as requested.
- Provides support as needed to MSF stakeholders such as MSF HK field HR and MSF Access, among others.
- Serves as primary information focal point for APAC and other MSF stakeholders and provide local insights.
- Supports crisis communications as needed.
- Generates reports on MSF communications activities in the Philippines.

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ORGANISATIONAL STRUCTURE
**APAC Regional Organigram Updated
for 2026**

CONTEXT

The MSF Asia Pacific (APAC) Partnership is an emerging collaboration among MSF offices across the Asia-Pacific region. Its purpose is to strengthen regional humanitarian capabilities, align shared operational priorities, and develop innovative models of support.

MSF APAC's Communications Department has the strategic goal to position MSF as a trusted, visible, and influential medico-humanitarian voice across the Asia-Pacific region by strategically shaping narratives, engaging diverse audiences, and countering misinformation through targeted, evidence-based communications and advocacy.

This position is expected to support APAC's strategic goal in the Philippines and the region and deliver on the following KPIs:

- Building brand presence across all APAC markets, with focus on the Philippines
- Supporting resource generation (fundraising and internal HR)
- Providing comms support to programs such as MSF field missions, MSF Access, among others
- Implementing, supporting and or initiating regional campaigns and advocacies
- Providing crisis comms support

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ACCOUNTABILITIES

- Produce communications materials supporting institutional and/or operational communications, fundraising, or field HR in a timely and accurate manner, and dispense it to targeted audiences regionally and in the Philippines.
- Manage media relations for regular and quality coverage of MSF's global work and worldwide humanitarian crises as well as MSF's operations in the Philippines; including serving as the primary link coordinating the presentation of MSF in Philippine media in Filipino and English.
- Support Fundraising objectives such as lead generation, local events, merchandising etc., as well as recruitment objectives especially focussed in the Philippines
- Plan and organise public events and/or visibility activities of MSF in the country, and in coordination with the mission (as needed).
- Provide operational communications support for the MSF in-country mission, as requested, and in coordination with the Communications Manager and OC Communications Advisor (CA). When requested, work with the mission and the OC CA to incorporate operational communications objectives into the institutional communications strategy.
- Serve as communications focal point for sharing and transfer of information during emergencies affecting the region.
- Serve as information focal point for APAC to stakeholders in the Philippines, and also to provide local insights.
- Provide communications support to MSF stakeholders such as MSF Access, MSF Hong Kong, among others.
- Coordinate with MSF APAC Communications and Digital teams related to the management of digital and social media account/s for the Philippines (i.e., monitoring, responding to comments in local language, feedback on local digital and social media landscape etc.)
- Liaise and network with active key stakeholders, organisations, influencers and communities (including online communities) in the Philippines to maximise positive publicity opportunities for MSF.

KEY PERFORMANCE INDICATORS

- Growth in media mentions / coverage of MSF in Philippines and the region
- Progressive increase in social media impressions and engagement as well web traffic
- Development of major comms campaigns / activities with donor and / or recruitment and / or advocacy leads
- Development of comms packages / tools
- Crisis comms support as needed

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| <ul style="list-style-type: none">• Monitor and report on offline and digital content performances, generate market specific results to inform strategy development• Provide translation and language-specific content for communications and marketing assets.• As needed, flexible enough to provide communications support and share resources depending on MSF needs within the region. | |
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CHALLENGE & CREATIVITY / DECISION-MAKING

- Balancing institutional and operational communications priorities.
- Producing and adapting content for regional and Philippine markets
- Managing multiple stakeholder expectations and fostering collaboration across diverse cultures

KNOWLEDGE, SKILLS & EXPERIENCE

- Minimum 5 years' journalistic or public relations experience
- Experience producing engaging content with skills in online writing, editing and proofreading along with an exceptional eye for detail.
- Good knowledge of local media in Philippines
- With established media networks preferred
- Strong analytical skills and ability to prepare reports and presentations for internal stakeholders
- Willingness to learn new skills and contribute in a team environment
- Strong interest and knowledge of world affairs
- Experience working with NGO/INGO is desirable
- Commitment to the aims and values of Médecins Sans Frontières
- Ability to work independently and remotely but also a good team player
- Fluency in both spoken and written English and Filipino is a must
- Good presentation and solid experience in translation and copy writing
- Ability to work under pressure and to respect deadlines
- Flexible and willing to travel

COMPETENCIES

DATE:	
Signed: (Job Holder)	
Signed: (Manager / Director)	