



# Humanitarian Careers: Communications for Affected Communities

In this webinar, we looked at humanitarian careers focusing on Communications for Affected Communities. Hosted by our Communications & Marketing Advisor Ka Man Parkinson and with guest speakers from ALNAP, CDAC Network and migam.org, the discussion considered the skills required to work in communications, current humanitarian communications trends, and the often non-linear career paths which lead to humanitarian communications roles. This was followed by questions from the audience and a panel discussion.

## Our key take-aways:

Effective & accurate communications require **preparedness & long term relationship-building**. By maintaining trusted contacts in local media and civil society, you gain the ability to corroborate your evidence and provide information that is timely and accurate.



Knowing your audience is key to effective communications, and this requires skills in **research and data analysis**. Your audience will never be just 'everyone' – the people you need to reach will have specific needs and preferences for which your approach must be tailored.



Be prepared to **use a variety of channels**. For many people, digital platforms and social media are an effective way receive information, particularly in insecure areas with physical access issues. However there are also large numbers of people who do not have connectivity or own digital devices and for whom alternative approaches are necessary.



**Specialised approaches are required for minority audiences**. We considered the example of deaf and hearing-impaired people in a conflict situation, who are particularly vulnerable as they cannot hear aural warnings such as sirens or explosions. With many countries having their own version of sign language, it's vital that information is conveyed appropriately.



## Recommended resources:

- [ALNAP's 'With Learning Comes Change' campaign](#)
- [Course on Kaya: Communication is Aid \(CDAC/HLA\)](#)
- [Course on Kaya: FIELD: Communications, Media & Advocacy](#)
- [Course on Kaya: Humanitarian Information Management: Communications & Advocacy](#)

## Contact the organisations:

ALNAP:  
alnap.org  
alnap@alnap.org

HLA:  
humanitarianleadershipacademy.org  
info@humanitarian.academy

CDAC Network:  
cdacnetwork.org  
info@cdacnetwork.org

Migam.org  
migam.org  
kontakt@migam.org

In partnership with