

## Job Description and Person Specification **act:onaid**

<b>Job Title:</b>	Media Officer		
<b>Directorate:</b>	Resource Mobilisation and Innovation (RMI)	<b>Unit:</b>	International Comms Team (ICT)
<b>Grade and Salary:<sup>1</sup></b>	Grade C	<b>Contract Type:</b>	Permanent
<b>Location:</b>	GS Hubs Offices	<b>Budget Holder:</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Reports to: (incl matrix reporting)</b>	Media manager		
<b>Direct Reports :</b>	None		
<b>Matrix Reports:</b>	None		
<b>Operational Remit:</b>	Global <input checked="" type="checkbox"/> Regional <input type="checkbox"/> Country Specific <input type="checkbox"/> International Secretariat <input type="checkbox"/>		
<b>DBS (CRB) / Police Check:</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
<b>Job Role</b>			
<b>Role Overview</b>	<p>Plays an integral and leading role in delivering significant increases in the quantity and quality of ActionAid's global media coverage by:</p> <ul style="list-style-type: none"> <li>➤ Supporting the delivery of international media moments, linked to multi-country campaigns and strategic priorities, particularly climate justice, report launches and journalist trips.</li> <li>➤ Working closely with countries to amplify their visibility and voice on stories with both global and national significance, including through maximising reactive opportunities.</li> <li>➤ Pitching directly to international media outlets and working with members to coordinate pitches to national outlets with global influence.</li> <li>➤ Leading ActionAid's media response on social channels, ensuring an active and timely reaction to relevant breaking news stories and humanitarian emergencies.</li> <li>➤ Generating and sharing daily content on social media that builds and strengthens reach and engagement, helping to make ActionAid the go-to organisation for journalists reporting on our strategic priorities.</li> </ul>		
<b>Areas of Responsibilities</b>	<b>Key Activities</b>		
<b>Media relations</b>	<p>Developing and supporting high quality and responsive media work for the federation.</p> <ul style="list-style-type: none"> <li>• Play a key role in rolling out ActionAid's global communications strategy. Supporting the media manager in delivering the media elements of this strategy, including</li> </ul>		

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	<p>driving significant increases in the quantity and quality of global media coverage.</p> <ul style="list-style-type: none"> <li>• Taking a leading role in planning and delivering global media moments linked to multi-country campaigns, major report launches and journalist trips, and provide strategic communications advice during the early planning of advocacy events, research reports and campaign actions.</li> <li>• Proactively identify and develop strong stories, feature ideas and reactive opportunities. Work with the media manager to coordinate across the federation to ensure they are effectively delivered and exploited.</li> <li>• Develop and pitch story ideas to international media outlets and coordinate with members to pitch to national outlets that have global reach and influence.</li> <li>• Respond to international media enquiries, working with relevant national or international communications, programme, policy or fundraising staff.</li> <li>• Work with ActionAid members and the content producer to maximise impact of media stories and multimedia content across the federation.</li> <li>• Work with the media manager to identify and respond to reputational risk and develop strong responses.</li> <li>• Support the media manager with developing and maintaining good relationships with key international media outlets, journalists and editors.</li> <li>• Work with media manager to ensure effective media monitoring and produce quarterly evaluation reports.</li> </ul>
<b>Social media</b>	<p>Work with the digital producer and with support from the rest of the ICT, increase ActionAid's reach and engagement through its branded social media channels.</p> <ul style="list-style-type: none"> <li>• Work with the digital producer to help develop digital content ideas that support campaign and media moments.</li> <li>• Ensure that relevant media stories are promoted on ActionAid's social media channels.</li> <li>• Generate and share daily content that builds and strengthens reach and engagement.</li> <li>• Lead on ActionAid's media response through social channels, responding to relevant breaking news stories and humanitarian emergencies, live tweeting from key events.</li> <li>• Use social media platforms to engage with journalists and help to raise the profile of ActionAid's expert spokespeople.</li> </ul>
<b>Capacity-building</b>	<p>Support media manager to develop and enhance media capacity across the federation.</p>

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	<ul style="list-style-type: none"> <li>• Deliver specialist media advice and support for Global Secretariat teams and member countries.</li> <li>• Engage with Country communications &amp; media staff to help further develop and promote protocols on media sovereignty.</li> </ul>
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Person Specification	
<b>Education, Language &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level</li> <li>• English Language proficiency</li> </ul>
<b>Essential Knowledge, skills and Experience</b>	<p><b>Experience/technical skills</b></p> <ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills in English to produce written work of high quality.</li> <li>• Proven experience in a media relations or communications role in an in-house press office/PR agency or as a journalist.</li> <li>• Proven experience of liaising with journalists of all levels</li> <li>• Experience devising and producing successful proactive media campaigns, or equivalent high-profile work as a journalist.</li> <li>• Excellent news sense and proven experience in identifying and promoting an engaging story.</li> <li>• Ability to work well under pressure and to meet tight deadlines.</li> <li>• Positive attitude, and the desire and ability to achieve results</li> <li>• Detail and audience oriented with good multitasking and organisational ability</li> <li>• Ability to travel when necessary to member countries to develop stories and other media materials.</li> <li>• Happy to be part of on call rota to deal with urgent media enquiries and emergencies out of hours and during weekends.</li> </ul>
<b>Desirable Knowledge, skills and Experience</b>	<ul style="list-style-type: none"> <li>• Proficiency in another language.</li> <li>• Experience working for an INGO or within an international context.</li> <li>• Understanding of development, social justice and/or women's rights issues, civil society activism and effective campaigning.</li> </ul>
Competency Profile	
<b>Strategic Perspective</b>	Demonstrate understanding of the organisation's priorities and goals and effectively analyses complex problems.
<b>Change Management</b>	Uses effective strategies to facilitate organisation change initiatives and overcome resistance to change by involving others, listening and building commitment.

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<b>Decisiveness</b>	Prefers quick and appropriate actions in many management situations
<b>Building Collaborative Relationships</b>	Builds productive working relationships with co-workers and external parties, whilst valuing people of different backgrounds, cultures and demographics.
<b>Communication</b>	Expresses ideas clearly and concisely; disseminates information about decisions and plans.
<b>Leading with Purpose</b>	Has personal direction and is not easily sidetracked by details or workload.
<b>Credibility</b>	Acts in accordance with stated values; follows through on promises; uses ethical considerations to guide decisions and actions.
<b>Taking Initiative</b>	Takes charge and capitalizes on opportunities