

# act:onaid Job Description and Person Specification

<b>Job Title:</b>	Humanitarian Communications and Media Lead		
<b>Job Family:</b>	Global Campaigns and Communications Team		
<b>Directorate/Cluster:</b>	Public Engagement and Supporter Growth	<b>Unit/Team:</b>	Campaigns and Communications
<b>Grade and Salary:</b>	Grade E	<b>Contract Type:</b>	Fixed Term (12 months)
<b>Location:</b>	Johannesburg, Nairobi, or ActionAid Countries	<b>Budget Holder:</b>	Yes <input type="checkbox"/> No X
<b>Reports to: (incl matrix reporting)</b>	Head of Campaigns and Communications, with matrix reporting to IHART Director		
<b>Direct Reports:</b>			
<b>Matrix Reports:</b>			
<b>DBS (CRB) / Police Check:</b>	Yes <input type="checkbox"/>		
<b>Role Overview:</b>	Plays an entrepreneurial and strategic role in driving significant increases in the quantity and quality of global media, social media, and brand coverage for ActionAid's humanitarian work		
<b>Areas of Responsibilities</b>	<b>Key Activities</b>		
<b>Strategic Impact and contribution</b>	<ul style="list-style-type: none"> <li>Leading on strategy and planning for all global media moments linked to ActionAid's humanitarian Orange Alerts and protracted crises, major report launches, emergencies, journalist trips.</li> <li>Lead an impact review of external humanitarian publications and media pieces; and deliver a new global framework for hard-hitting media briefings, research ideas and newsworthy reports which drive public opinion, fundraising, influencing and brand awareness.</li> <li>Working with countries and with Global Secretariat (GS) humanitarian, campaign, policy and programmes colleagues to amplify our visibility and voice on stories with both global and national significance, including through maximising reactive opportunities; overseeing and managing social media channel content, key messages, briefings and interview preparation for spokespeople and working closely with the Digital Content Lead to ensure a coherent external brand.</li> </ul>		
<b>System, Policies and Procedures and Product Management</b>	<ul style="list-style-type: none"> <li>Alongside the Media Lead, periodically review key media management systems including media monitoring and impact, global media sovereignty agreements, emergency communications protocols, with a view to improving processes, efficiencies and maintaining strong, geographically remote relationships with colleagues across the federation.</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Conduct in house media training for all identified spokespeople, briefing them specifically on key messages and risks ahead of interviews on humanitarian emergencies.</li> </ul>
<p><b>Issue Resolutions, Crisis/Risk Management</b></p>	<ul style="list-style-type: none"> <li>• Leads humanitarian social media listening and media monitoring and implements efficient systems of escalating potential crisis issues.</li> <li>• Final media sign off and risk owner for all international humanitarian media and communications work within area of responsibility.</li> <li>• Working within a crisis team, when necessary, as lead media and social media strategist within the context of a crisis response.</li> <li>• Deputises for the Head of Campaigns and Communications as necessary.</li> <li>• Delivers in house spokesperson training on requests.</li> <li>• When required, drafts holding or reactive statements in conjunction with crisis management team.</li> <li>• Actively promotes and upholds our Sexual Harassment, Exploitation and Abuse (SHEA) safeguarding policies, our Safety and Security policies and our feminist, decolonial media and communications guidelines with all researchers, journalists, photographers, content gathering teams and editors.</li> </ul>
<p><b>Communications, Influencing and Coordination</b></p>	<p><b>Media relations Strategy and Delivery</b> – developing and supporting high quality and responsive humanitarian media work for the federation</p> <ul style="list-style-type: none"> <li>• Play a key role in developing humanitarian and resilience aspects of ActionAid’s global communications strategy, working closely with colleagues of the International Humanitarian and Resilience Team (IHART), supporting the Head of Communications and Communications; and lead on delivering the humanitarian media elements of this strategy, including driving significant increases in the quantity and quality of our global media coverage and driving up awareness of ActionAid as a humanitarian organisation with a unique value add in line with our humanitarian signature.</li> <li>• Work closely with the IHART team, countries and Political and Programme Strategy and Campaigns colleagues on the planning of advocacy events, research reports and campaign actions on Orange Alerts, Protracted Crisis &amp; New Emergencies and some Red Alerts.</li> <li>• Lead on strategy and planning for global media moments linked to multi-country humanitarian campaigns, major report launches, journalist trips etc., and provide strategic communications input during the early planning of advocacy events, research reports, campaign actions etc.</li> </ul>

- Proactively identify (and where necessary, help develop) strong stories and reactive communications opportunities and coordinate across the federation to ensure they are effectively delivered and utilised. Develop and pitch story ideas to international media outlets and coordinate with members to pitch to national outlets that have global reach and influence on emergencies.
- Respond to international humanitarian media enquiries, working with relevant national or international communications, programme, advocacy, policy or fundraising staff. Work with ActionAid members, the IHART Information Officer and the Digital Content Lead to maximise impact of media stories and multimedia content across the federation and all platforms.
- Work with the Campaigns Lead, IHART advocacy, policy, humanitarian information and programmes staff and Heads of Programmes to ensure humanitarian campaign, policy and advocacy materials are newsworthy and shareable.
- Work with the Public Fundraising Lead and Campaigns Lead to ensure our humanitarian media strategies drive supporter engagement and growth.

**Leading ActionAid’s humanitarian social media content**

- Stay abreast with news and social media coverage of key humanitarian crisis and issues.
- Provide strategic guidance to Web and Social Media Officer to oversee ActionAid’s social media channels and ensure high quality social content packs are shared with the federation communications list during key humanitarian media moments, emergencies and campaigns.
- Work closely with country media/communications leads to ensure their humanitarian and resilience work is amplified across ActionAid’s social media channels. Sign off all humanitarian content for social media, including daily posts to share news and ActionAid generated content.
- Provide key messaging for use in social media messaging.
- Work closely with the Humanitarian Information Officer and Digital Content Lead to feedback and sign off humanitarian graphics, video and image-led digital content for federation wide use.

**Content generation - Proactively support the development of quality humanitarian content**

- Work closely with the Humanitarian Information Officer, Digital Content Lead, countries, and any GS commissioning party to oversee and develop briefs for content gathering trips that

	<p>meet media and social media priorities in a local first, feminist, decolonised approach.</p> <ul style="list-style-type: none"> <li>• Support ActionAid members to improve editorial quality and consistency in line with ActionAid’s brand, humanitarian signature and unique value add and core messages.</li> <li>• Monitor developments in mainstream and humanitarian media fields and proactively propose solutions to innovate and improve ways of working on media within the federation to increase external profile and impact of our humanitarian and resilience work.</li> <li>• When necessary, undertake travel to support humanitarian media work in emergencies, develop stories and other media materials, to respond to urgent media opportunities or risks, or to facilitate international media trips.</li> <li>• Work with countries and/or partner organisations to amplify their visibility and voice on stories with both global and national significance, including through maximising reactive opportunities.</li> </ul>
<p><b>People Management</b></p>	<ul style="list-style-type: none"> <li>• Ensure adherence and delivery of ActionAid’s Talent Management for Media team including recruitment, selection, retention, development, and succession planning.</li> <li>• Conduct probation, performance management of staff under line management according to HR timelines ensuring high performing staff.</li> <li>• Contribute to the functional and general management of the team, in support of the senior leadership team taking a whole GS and Federation perspective.</li> <li>• Contribute to developing a team culture that values collaboration internally, cross functionally and in partnership with countries and allies.</li> </ul>
<p><b>Delivery on functional priorities</b></p>	<ol style="list-style-type: none"> <li>1. <b>Capacity-sharing and strengthening – Work closely with countries and/or partners to share, enhance and strengthen humanitarian media capacity across the federation</b> <ul style="list-style-type: none"> <li>• Deliver specialist media advice and support for Global Secretariat teams, ActionAid countries and/or partners, focusing on sharing and strengthening skills in strategic areas that are critical to achieving our global humanitarian media and communications goals, and/or that will increase our collective ability to innovate and stay ahead of the curve.</li> <li>• Deliver media training to designated spokespersons ahead of humanitarian press interviews.</li> </ul> </li> </ol>

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	<ul style="list-style-type: none"> <li>Engage with ActionAid country and/or partner organisations communications &amp; media staff to help further develop and promote protocols on media sovereignty</li> </ul>
	<p>2. Pitching directly to international media outlets and working with relevant Global Secretariat staff, ActionAid countries and/or partner organisations to coordinate pitches to national outlets with global influence.</p>
	<p>3. <b>Overseeing and managing humanitarian content and strategy for ActionAid International’s social media channels.</b></p> <ul style="list-style-type: none"> <li>Increase the quality and quantity of ActionAid’s social media reach. Support the Web and Social Media Officer to deliver digital engagement strategies for Orange Alerts, protracted crises and humanitarian campaigns. Input into and provide the first round of sign off for web copy and social posts.</li> <li>Support the Web and Social Media Officer to build relationships with key ActionAid country and/or partner organisations and external peers and allies.</li> <li>Support the Digital Content lead in the delivery of an external digital humanitarian content strategy which strongly aligns to our agreed brand values, mission, and humanitarian signature in a coherent, feminist, decolonised and powerful way.</li> </ul>
	<p>4. <b>Managing Media Relations work</b></p> <ul style="list-style-type: none"> <li>Increase the quality and quantity of ActionAid International’s humanitarian media coverage.</li> <li>Support the Media Relations Officer to deliver media strategies for Orange Alerts, protracted crisis, and humanitarian campaigns.</li> <li>Draft/input into as required and provide the first round of sign off for statements, press releases, blogs, and op eds.</li> <li>Support the Media Relations Officer to build relationships with key ActionAid country colleagues and/or partner organisations and external peers and allies.</li> <li>Collaborate with the Media Lead on strategic direction of the global media team.</li> </ul>

## PERSON SPECIFICATIONS

<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>BA degree in journalism, communications, or relevant fields.</li> </ul>
<b>Essential Experience</b>	<ul style="list-style-type: none"> <li>Substantial experience in media relations in a humanitarian or INGO context.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Keen news sense and proven experience to identify and promote engaging humanitarian stories.</li> <li>• Good experience of working with external network of journalists, editors, and media colleagues of other international humanitarian organisations.</li> <li>• Good experience of devising, coaching, advising, or delivering media training to diverse stakeholder groups, either remotely or face to face.</li> <li>• Track record of creating and driving humanitarian media strategies to increase profile.</li> <li>• Experience living and working in fast-paced emergency or humanitarian contexts.</li> </ul>
<p><b>Essential Knowledge</b></p>	<ul style="list-style-type: none"> <li>• Excellent knowledge and experience of developing humanitarian media strategies.</li> <li>• Demonstrated knowledge and experience of humanitarian principles and action, the rights of women/young people in emergencies and effective humanitarian campaigning.</li> </ul>
<p><b>Essential Skills</b></p>	<ul style="list-style-type: none"> <li>• Excellent decision-making skills and demonstrated experience in crisis management.</li> <li>• Proven capacity to inspire, collaborate and motivate a diverse group of colleagues across time zones.</li> <li>• Ability to work mainly virtually in a multicultural context and manage remote working relationships.</li> <li>• Collaborative working style and proven ability to navigate different perspectives sensitively and work effectively in a complex organisation.</li> <li>• Entrepreneurial and determined; sees opportunities where others see problems.</li> <li>• Excellent writer/editor – including press releases, features, opinion pieces, letters to editor and blogs – particularly under tight deadlines.</li> <li>• Proven ability to produce high quality humanitarian media and communications materials in a diverse, multi-stakeholder setting.</li> <li>• Desirable skills in technical design and delivery of digital assets, including creating and sharing social posts, shooting and editing video, photography, design of infographics.</li> <li>• Demonstrable stakeholder management skills.</li> <li>• Thrives under pressure, able to meet tight deadlines and exercise judgement in managing multiple priorities.</li> <li>• Willingness to travel and on occasion at short notice.</li> <li>• A commitment to working out of hours across time zones and at weekends/public holidays when required, including taking part in out-of-office media cover.</li> <li>• Commitment to ActionAid’s mission, vision and values with ability to articulate and promote an anti-racist, decolonial, feminist approach to humanitarian response.</li> <li>• Ability to act as an ActionAid spokesperson if required.</li> </ul>
<p><b>Language Requirements</b></p>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills in English.</li> </ul>

