

act:onaid Job Description and Person Specification

Job Title:	Media Officer		
Job Family:	Communications		
Directorate/Cluster:	Public Engagement and Supporter Growth	Unit/Team:	Campaigns and Communications
Grade and Salary:	Grade C	Contract Type:	<i>Permanent</i>
Location:	Preference for Nairobi, Kenya, Johannesburg, South Africa or in an ActionAid country in the Arab region.	Budget Holder:	No
Reports to: (incl matrix reporting)	Media Lead		
Direct Reports :	None		
Matrix Reports:	None		
DBS (CRB) / Police Check:	Yes		
Role Overview:	Supports the Media and Communications team in driving significant increases in the quantity and quality of ActionAid's global media coverage.		
Areas of Responsibilities	Key Activities		
Strategic Impact and contribution	<p>Plays an integral role in delivering significant increases in the quantity and quality of ActionAid's global media coverage by:</p> <ul style="list-style-type: none"> • Supporting the delivery of international media moments, linked to multi-country campaigns and strategic priorities, particularly climate justice, report launches and journalist trips. • Working closely with countries to amplify their visibility and voice on stories with both global and national significance, including through maximising reactive opportunities. • Pitching directly to international media outlets and working with members to coordinate pitches to national outlets with global influence. • Managing ActionAid's media response on social channels, and through traditional media, ensuring an active and timely reaction to relevant breaking news stories and humanitarian emergencies. • 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. 		

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<p>System, Policies and Procedures and Product Management</p>	<ul style="list-style-type: none"> • Write media briefing documents, Q&As and key messaging, and support the Media Lead in delivering in house media training for all identified spokespeople. • Manages media monitoring and coverage and impact analysis
<p>Issue Resolutions, Crisis/Risk Management</p>	<ul style="list-style-type: none"> • Supports the Media Lead and rest of the Campaigns and Communications team to spot reactive news opportunities, social media trends and potential crisis and reputational risks.
<p>Communications , Influencing and Coordination</p>	<p>Developing and supporting high quality and responsive media work for the federation.</p> <ul style="list-style-type: none"> • Play a key role in rolling out ActionAid’s global communications strategy. Supporting the Media Lead in delivering the media elements of this strategy, including driving significant increases in the quantity and quality of global coverage. • Taking a leading role in planning and delivering global media moments linked to multi-country campaigns, major report launches and journalist trips. • Co-ordinate, write and issue compelling copy for media materials including press releases, statements, opinion pieces and blogs, ensuring accurate and up-to-date messaging at all times. • Proactively identify and develop strong stories, feature ideas and reactive opportunities. Working with ActionAid members and the Digital Content Lead/Stories Officer to maximise impact of media stories and multimedia content across the federation. • Develop and pitch story ideas to international media outlets and coordinate with members to pitch to national outlets that have global reach and influence. • Respond to international media enquiries, working with relevant national or international communications, programme, policy or fundraising staff. • Work with Media Manager to ensure effective media monitoring and produce quarterly evaluation reports. • Use social media platforms to engage with journalists and help to raise the profile of ActionAid’s expert spokespeople.
<p>Other functional priorities</p>	<ul style="list-style-type: none"> • Working with countries to amplify their visibility and voice on stories with both global and national significance, including through maximising reactive opportunities. • Build and maintain excellent working relationships with colleagues across the federation, holding regular communications meetings to encourage sharing of information and skills sharing.

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	<ul style="list-style-type: none"> • Monitoring and logging PR activities and coverage, and producing a daily email update on our latest coverage • Responsible for day-to-day maintenance of PR systems including our media monitoring and distribution database. • Happy to be part of on call rota to deal with urgent media enquiries and emergencies out of hours and during weekends.
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PERSON SPECIFICATIONS	
Education and Qualifications	<ul style="list-style-type: none"> • Minimum of two years of experience working in a press team or in public relations in an INGO or similar organisation.
Essential Experience	<ul style="list-style-type: none"> • Excellent verbal and written communication skills in English to produce written work of high quality • Proven experience of liaising with journalists. • Experience devising and producing successful proactive media campaigns, or equivalent high-profile work as a journalist. • Excellent news sense and proven experience in identifying and promoting an engaging story. • Experience using media monitoring services (e.g. Vuelio or Gorkana) with the degree of proficiency required to run reports and provide others with basic training. • Demonstrable experience of juggling multiple workloads, prioritising as needed under pressure, to deliver a high quality of work at all times.
Essential Knowledge	<ul style="list-style-type: none"> • Excellent knowledge and experience in implementing media strategies.
Essential skills	<ul style="list-style-type: none"> • Excellent writer/editor– including experience writing press releases, reactive Q&As, key messages, features, opinion pieces, letters to editor and blogs – producing accurate work particularly under tight deadlines. • Excellent decision-making skills and prioritisation skills. • Ability to work in a multicultural context and manage remote working relationships. • Collaborative working style and proven ability to navigate difference perspectives and work effectively in a complex organisation. • Entrepreneurial and determined; sees opportunities where others see problems. • Demonstrable stakeholder management skills. • Ability to work well under pressure and to meet tight deadlines. • Positive attitude, and the desire and ability to achieve results. • Detail and audience oriented with good multitasking and organisational ability. • Ability to travel when necessary to member countries to develop stories and other media materials.

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Desirable knowledge	<ul style="list-style-type: none"> • Understanding of development, social justice and/or women's rights issues, civil society activism and effective campaigning. • Understanding of international media. • Experience working at an INGO or NGO.
Language requirements	<ul style="list-style-type: none"> • Excellent verbal and written communication skills in English • Proficiency in another language is desirable.

People Management Responsibility		
Approximate number of people managed in total 0		
Team members	Individual contributor, no direct responsibility for leading others.	Yes

This Job Description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and practice, which are:

- **Leading Innovation and Change** Establish a culture of excellence in respective team that values experimentation and continuous improvement
- **Feminist Leadership:** Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power)
- **AAI Values Practice:** Ensure personal and team culture that demonstrates all of AAI values including: Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility

Prepared by: Hannah Gurney Signature HGurney Date: 21.03.23

Reviewed by: Signature Date:

Received by: Signature Date: