**JOB DESCRIPTION**

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| **Job title** | Senior Media and Communications Officer |
| **Reports to** | Communications Manager |
| **Management responsibility**  | External freelancers and vendors, occasional consultants, interns and volunteers  |
| **Job location** | London, UK |
| **Grade and level** | 3 |
| **Contract duration**  | Permanent |
| **Employment status** | Applicants must already have the right to work in the UK. |

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| **Job purpose** |
| As a member of International Alert’s Advocacy and Communications team, the postholder plays a critical role in amplifying our voice as a leading global peacebuilding organisation and building our profile around selected strategic issues and geographies.In particular, the postholder has responsibility for generating media coverage with national, regional and international media. This includes coordinating the production of blogs, op-eds, letters to the editor, statements, press releases and talking points, and ensuring staff are prepared and trained for speaking to the media. The role is also responsible for managing the creation of impactful stories about our work and the need for peacebuilding in the countries where we work. This includes coordinating the development of impact stories, photo essays, videos and other engaging methods of storytelling.Additionally, the postholder will play a key role in managing the organisation’s presence in strategic international events and our crisis communications. |
| **Duties and responsibilities** |
| **Media management*** Coordinate, write and edit blogs, op-eds, letters to the editor, statements, press releases and talking points.
* Identify opportunities for pitching our blogs, op-eds, research, stories, events and other outputs to the media, in coordination with the wider team.
* Proactively cultivate and maintain contacts with national, regional and international print, digital and broadcast media.
* Respond to enquiries from the media and coordinate responses and interviews.
* Monitor coverage of the organisation using a third-party media monitoring service and share with relevant teams.
* Compile a daily digest of key news stories relating to peace and conflict for sharing with staff.
* Horizon scan for issues, events and other hooks for us to engage on with the media.
* Prepare and train staff for speaking to the media and writing blogs and op-eds.
* Manage and monitor the media email account and media phone, including out-of-hours media calls.

**Crisis communications*** Participate in the Crisis Management Group as the media expert and deputise for the Director of Policy, Advocacy and Communications and Communications Manager when required.
* Contribute to developing media strategies in response to crises that have a potential to impact our brand and reputation.

**Storytelling*** Together with colleagues, identify possible projects that would help demonstrate the impact of our work and the need for peacebuilding in the countries where we work.
* Coordinate the development of impact stories, photo essays, videos and other engaging methods of storytelling for use by the press, on our website, on social media and elsewhere.
* Write and edit impact stories, photo essays and video scripts.
* Commission photographers, photojournalists and videographers to accompany and support country teams in collecting stories of impact.
* Manage the dissemination plans for storytelling outputs, including the media and social media.
* Coordinate with the communications teams of strategic donors to identify opportunities for them to share our storytelling content via their networks and channels.

**Events coordination*** Help coordinate the organisation’s presence in strategic international events, including horizon scanning for opportunities, developing proposals, contacting speakers, marketing and, on occasion, managing the running of events – in person or online.

**Quality control and branding*** Ensure all communications outputs comply with our brand identity, house style and quality standards.

**Contributing to the effective working of the team and to Alert generally*** Contribute to the development, implementation and monitoring of Alert’s influencing and communications strategies and work plans.
* Help maintain our content calendar and regularly update the team about upcoming content, to facilitate joined-up outreach.
* Monitor and post on our global social media channels when the Senior Digital Engagement Officer is on leave.
* Contribute to team-wide communications and knowledge management.
* Participate in organisation-wide events and discussions on related topics/projects as and when required.
* Any other tasks as may be reasonably required.
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| **Travel requirements** |
| The postholder should be prepared to undertake some travel internationally, possibly to areas of instability. |

**PERSON SPECIFICATION**

**ESSENTIAL REQUIREMENTS**

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| **Talents**  |
| At Alert, we have introduced Talent Management to our business model as we believe talented people are crucial to the success of our work. We believe all individuals are talented and success comes in matching the right talents to the right roles. For this role, the skills, qualifications and experience listed below are important, but we believe that to be great in this job you are likely, first and foremost, to have a talent for presenting complex ideas in a clear, engaging and accessible way. First, you will need to have a feel for language, a passion for expressing complex messages in a clear and accessible way, and an ability to get to the essence of confused and confusing passages of text. We think you are probably a person who finds pleasure in straightening language out.Second, this post requires a talent for managing a lot of detail while at the same time seeing the big picture of how we want to communicate, about what and to whom, with the confidence and knowledge to be creative with the media and tools at hand. In practice, this means managing a workload that, all at the same time, will include numerous projects and working with the team to find resourceful and innovative ways for communicating their messages effectively. |

**ESSENTIAL REQUIREMENTS**

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| Fluent in English (spoken and written) |
| Experience in managing media relations for an international organisation |
| Experience mentoring/training others in interview techniques and media work |
| Experience in writing and editing content for a variety of audiences |
| Excellent writing, editing and proofreading skills  |
| Ability to develop effective media strategies for organisations, projects and/or campaigns |
| Good knowledge of branding and experience using visual communications and photography |
| Experience planning, managing and promoting events |
| Excellent time management and prioritisation skills, with an ability to work to tight deadlines and balance competing demands |
| Eye for detail and accuracy, and ability to grasp complex issues and present them clearly |
| Ability to work independently, in teams and in a multicultural environment |
| Proven track record of building strong working relationships with a wide range of people |
| Excellent interpersonal, communications and presentation skills |
| Ability to resolve problems in a timely manner and to develop alternative solutions |
| Excellent computer literacy and use of software packages (Word, Excel) |
| Commitment to the aims and values of International Alert, including gender equality, diversity, equity and inclusion |

**DESIRABLE REQUIREMENTS**

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| Fluent in either Arabic, French or Russian (spoken and written) |
| Experience and knowledge of crisis communications, in particular PR during crises |
| Existing relevant contacts in print, digital and broadcast media |
| Experience managing photographers, photojournalists and videographers |
| Experience monitoring and posting content on LinkedIn and Twitter |
| Knowledge of video editing software (Adobe Premiere), Microsoft Teams and/or design software (Canva, Photoshop) |
| Experience using content management systems |

**SUMMARY TERMS AND CONDITIONS**

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| **Pension**  | All staff receive a pension contribution which is equivalent to 10% of their gross salary. The postholder will be automatically enrolled into the Alert pension scheme which is with Scottish Widows but can choose to opt out.  |
| **Leave entitlement**  | A total of 36.5 paid vacation days per vacation year (January 1 to December 31). This entitlement includes all national holidays and office closure days between Christmas Day and New Year’s Day.    |
| **Notice period**  | There will be an initial six-month probationary period during which notice will be one month on either side. On successful completion of the probationary period notice will be three months.  |
| **Working hours**  | Full time staff are expected to work a standard 35-hour week, with some flexibility around start and finish times to be agreed with the line manager. All staff are required to work core hours 10am–4pm. |
| **Sport’s club membership**  | Staff can take advantage of subsidised membership of a local sports club, on successful completion of the probationary period.  |