

JOB DESCRIPTION

Job Title:	Media and Communications Officer
Location:	London (other locations will be considered up to GMT +3 and where Saferworld is based)
Reporting to:	Communications Manager
Salary:	£26,259 - £32,295
Contract terms and hours:	Open contract. 37.5 hours per week

Background:

Saferworld is an independent international organisation working to prevent violent conflict and build safer lives. We work with people affected by conflict to improve their safety and sense of security, and conduct wider research and analysis. We use this evidence and learning to improve local, national and international policies and practices that can help build lasting peace. Our priority is people – we believe in a world where everyone can lead peaceful, fulfilling lives, free from fear and insecurity. We are a not-for-profit organisation operational in 12 countries across Africa, Asia and the Middle East.

Saferworld's communications underpin our reputation and profile as a source of expertise on peace-centred peace and security issues, based on our programme evidence, impact and expert analysis. The primary purpose of the communications team is to lead, facilitate and support collaborative efforts across the organisation to reinforce Saferworld's standing as a centre of expertise on peace, gender and security issues required to realise Saferworld's goals outlined in the organisational strategic plan. This is achieved through ensuring the production of high quality, relevant and timely communications that are coordinated across our different geographic and thematic priorities and delivered via our communications platforms.

The Media and Communications Officer is central part of the communications team which sits within the wider policy, advocacy and communications division. As part of a small and busy core communications team, you will work with colleagues from across the organisation delivering content, building relationships with journalists and proactively looking for media opportunities for Saferworld.

Job purpose:

- Support the planning, production, copyediting, proofreading and promotion of communication outputs.
- Identify, develop and maintain relationships with media contacts, and pitch a variety of content to media.
- Support the implementation and achievement of Saferworld's communications and media strategies.
- Maintain media and communication systems and platforms, including social media.

Roles and responsibilities:

Content development, production and promotion (including website and social media)

- Write and edit content for a range of products, including Saferworld's website, blogs, comment pieces, social media, newsletters, and promotional materials.
- Support the Digital Communications Coordinator to schedule content to promote Saferworld and its work through social media channels (Twitter, Facebook and LinkedIn).
- Work with programme and thematic teams to support the delivery of their communication strategies.
- Use social media (Twitter, Facebook, blogs, website) to promote and encourage media coverage.

Media

- Work with the communications team, and policy, advocacy and programme staff to identify media opportunities.
- Support the communications manager in the review and ongoing development of Saferworld's media approach.
- In coordination with the Communications Manager and Head of Communications undertake appropriate crisis communications/reputation management processes as required.
- Support the Communications Manager to devise media strategies for specific programmes or thematic areas/projects.
- Draft, edit and distribute press notices, media comments, features and letters to editors, often to tight deadlines.
- Contribute creative ideas to generate content for news stories and features and identify opportunities for Saferworld.
- Pitch stories to media outlets and contacts.
- Consistently monitor all relevant forms of media to find and circulate relevant articles and opportunities for coverage.
- Advise and brief other staff on press releases and media interviews, providing guidance and support.
- Help secure national, regional and international media coverage for Saferworld.
- Receive, track, and manage press enquiries.

Research, monitoring and evaluation

- Supervise and be responsible for up-to-date media monitoring of coverage and enquiries.
- Evaluate media coverage and PR activity for internal and external reports or for project evaluations circulating to relevant teams
- Support the Digital Communications Coordinator to monitor social media impact.
- Coordinate monthly media monitoring across Saferworld teams and offices.
- As part of the communications team participate in outcome harvesting and learning to evaluate the communications strategy.

Administration

- Manage Saferworld's media monitoring system, ensuring relevant key word monitoring is up to date.
- Manage relationships with media monitoring and conduct annual review for cost efficiency.
- Responsible for external news subscriptions and billing.
- Manage monthly calls with programme teams as agreed within the communications team.

Other

- Cover as needed other duties and tasks of the communications team including internal communications platforms.
- Ad hoc support to teams on video production as agreed within the communications team.
- Carrying out any other duties commensurate with the general level of responsibility of the post.
- Ensure organisational messaging is consistent across all communications materials, in line with Saferworld's editorial and brand guidelines.

Key working relationships

- **Communications team.** Work collaboratively, share information, collect and write media and social media content, implement media approach and communications strategy, report on progress on social media and media. The communications team has a weekly content and planning meeting, bi-annual planning and away days.
- **Communications Manager.** Report to the Communications Manager with regular 1:1s on content where any issues can be flagged, and then specific performance review, objectives setting and learning and development sessions on a quarterly basis. The role feeds into strategic conversations through the Head of Communications and the Director of Policy, Advocacy and Communications.
- **MEL teams.** Support in the development of stories of change.

- **Country programmes and global policy and advocacy teams.** Collaborate with colleagues from different teams on the production of communications material, from initial calls about content to copyediting and sign-off. The communications team operates a point person system with country programmes where you will be the first point of contact with two to three Saferworld teams to gain a more in-depth knowledge of their programme.
- **Media monitoring database company** – Maintain the media monitoring database contract and relationship with supplier, including flagging to the communications manager contract reviews, and processing invoices for sign off.
- **External stakeholders** – Maintain and develop new relations with journalists, and media organisations, officers within the sector (BOND, IBT) specifically promoting our content to them, or facilitating access to SW staff, stories, and partners. Support partners in gaining access to media outlets.

Scope and accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • The post-holder is expected to demonstrate leadership and innovation regarding communication internally and externally in order to contribution to the achievement of our strategic objectives and cross-cutting priorities. • Media enquiries should be discussed with the Communications Manager, relevant head and Head of Communications. • Given the sensitive contexts Saferworld operates in the media officer is responsible for recommendations on whether to undertake media interviews, which will agreed on by the Head of Communications and relevant head.
Financial resources	<ul style="list-style-type: none"> • N/A
Other resources	<ul style="list-style-type: none"> • Oversees media monitoring system.
People management	<ul style="list-style-type: none"> • N/A
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Ensure that NLA license requirements are reviewed annually and signed off by Head of Communications.

Person specification

Knowledge, qualifications and experience

- Degree in journalism, media studies, English or related field.
- At least two years' relevant experience in a media role, ideally in a journalism role or within the NGO sector.
- Experience using social media for a professional organisation/NGO and to engage with journalists.
- Knowledge of and experience of working with content management systems.
- Knowledge of international relations or a strong interest in the field.
- Good understanding of content, publication and research promotion processes.
- Interest in and awareness of the international/national news agenda.
- Experience of communications work in a multilingual environment and with staff in different locations.
- Excellent written English skills with examples of published media work preferred.

Skills and abilities

- Excellent written and spoken English with proven proofreading skills.
- Excellent writing and copyediting skills for different audiences (published writing examples preferred); able to review and provide feedback on comment pieces, blogs and op-eds for publishing.
- Ability to manage and prioritise workload with competing deadlines.
- Ability to work on own initiative and within a team.
- Other working proficiency language skills a bonus, especially French or Arabic.

Personal qualities

- Well organised with meticulous attention to detail, calm and adaptable.
- Friendly and approachable.
- Commitment to and compliance with Saferworld's safeguarding principles
- Commitment to respect and value equality and diversity, and understanding of how this applies to own area of work
- Commitment to own continuing personal and professional development
- Commitment to the vision, mission and values of Saferworld

Other requirements

- Willingness to work occasionally outside of office hours if needed due to media responses.
- This role will involve some travel to Saferworld country offices to work with teams on media and content gathering.

Application process

To apply: Download and complete an application form at <http://www.saferworld.org.uk/jobs/jobs> and send to Marie Aziz at jobs@saferworld.org.uk (Ref: MCO)

Deadline for applications: 16 September 2020