



Application for Press Officer

Thank you for enquiring about this post. Please read these introductory pages very carefully before proceeding. If you then want to apply for this position, please do the following: write a one-page covering letter; prepare a typed CV (max. three pages A4); complete the application form (typed or written).

Then, if sending by post, attach a recent passport-size photo to the top-right corner of the first page; staple the items together (in the order given) in the top-left corner, and post (unfolded) to: Press Officer vacancy, Survival International, 6 Charterhouse Buildings, London EC1M 7ET.

Or email the items to: pressofficervacancy@survivalinternational.org

Please do not phone or email us unless absolutely necessary.

Our recruitment procedure requires a good deal of your time and effort, but we must narrow the field only to those who both really want this position and who are suitable. We normally receive a large number of applications, and select a few for interview at Charterhouse Buildings. If you are selected, we will let you know the date and time. (Please do not telephone). Interview times cannot normally be altered. If matters of life or death prevent you from attending, and you wish to pursue the application, then you should phone Survival straight away on 020 7687 8700 and we will do our best to help. Similarly, if plans change at our end, we will contact you by phone. If you wish to withdraw your application, we would be very grateful if you would phone or email to let us know. You should allow up to three hours for an interview (though it will probably be less). Some interviews will include tests. A handful of people may be invited to a second interview. As a charity, we are unfortunately unable to cover your expenses.

If you wish, you may bring material to show the interviewers, but we are unfortunately unable to return anything you leave with them (including your application form). **We would also ask you to note that constraints on Survival's resources, particularly staff time, mean that we are unable to give feedback to candidates who are not selected.**

Survival is the world's foremost organisation dedicated to tribal peoples' rights. It works to very limited budgets and has about 15 paid staff in its London office. Successful applicants must get on with a small but extremely efficient and dedicated team of professionals. You must be motivated by Survival's aims and sincerely believe in the importance of fighting for tribal peoples' rights. If you do not, it is most unlikely that you will be fulfilled in this work. Working at Survival is an interesting

and varied vocation which will be hard work, challenging, often frustrating, and extremely rewarding.

At the core of Survival's campaigning work lies the belief that only by generating a groundswell of public support for tribal peoples' rights can their future be assured. This groundswell will only come about if sufficient members of the public can learn about tribal peoples' problems. The media (in its widest sense) is the principal vehicle for achieving this objective, and generating press coverage is therefore of central importance to our work.

The Press Officer plays a vital role in getting Survival's campaigns into the press. We currently produce one to two press releases a week in seven languages, and turning often confused, lengthy and detailed information into a short, punchy press release which will catch journalists' attention is a vital skill for this position.

Thinking up stories and 'angles' is similarly essential. You will need to be genuinely interested in the media and how it works, know which journalists may be interested in a particular story, and continually think of ways to push our campaigns.

Each press release or campaign needs to be followed up with phone calls to key journalists. You will need to be able to 'sell' the story effectively and succinctly, and not be put off by repeated rejection.

You will also be fielding a continuous stream of press enquiries, from researchers wanting help on TV documentaries to journalists looking for their next story.

You will be confident about giving interviews to journalists, in the office, in a studio, or at events such as demonstrations, stunts and photo opportunities.

And in addition to his/her specific job, the successful candidate will happily take his/her turn at making tea, moving boxes, putting up shelves and other, often 'manual', tasks not necessarily directly related to the post.

You must have a very good eye for detail, and be both meticulous and very well organised. You must be confident in front of a microphone or TV camera, able to work calmly under pressure, and, in particular, possess an extremely high standard of English. You must be able to write well, using an appropriate tone and with correct punctuation and grammar. We labour this point because we have recently had job applicants claiming excellent English who misspelled 'grammar' in one application and 'writing' in another (one had a degree in English). Candidates may be tested and we would urge those who do not fulfill this criterion not to pursue their application. Experience of tribal peoples, whilst desirable, is not essential. An understanding of, and feel for, the issues is very important, as is an absolute dedication to what Survival stands for.

If you believe you can both fulfill and enjoy fulfilling this role to a very high standard, and you wish to apply, then please complete the application form as succinctly (and as frankly!) as you can. Please type or write clearly, directly onto the form, in black

as it will be photocopied. Do not use additional sheets, and use only the space allocated to each answer without trying to cram too much in. If you have long answers, then précis them! Some answers may repeat information already on your CV, but please complete the form in full anyway. If you do not wish to answer any question or if it is not applicable, please explain why.

Some of the questions are deliberately vague, open-ended or even fantastical; almost none have 'correct' answers: we want to see what you think and how you present it. The form itself should be an example of your best work. We advise you to be straightforward about your replies and not to ponder them too deeply. The form is not 'marked', but it does give us a good idea of who you are. Fill in the form yourself and present yourself, not what you think we might want – you might be wrong!

Of course, all information you give will be treated with the strictest confidence. Unfortunately we are unable to return this form, or any other material you give or send to us. We will be offering the successful candidate a renewable one-year contract, at a rate of £20,000 > 24,000 p/a, depending on experience. If you are not happy with these terms, we would urge you to think very carefully before continuing with your application.

We need hard-working, intelligent and straightforward people who are efficient, learn fast, get on with the job without being told to, but who know when to seek advice or clearance, people who can fit in easily, but who are happy to work largely on their own, people with their own ideas but who are equally able to focus on and support those of others. In general, we are less impressed with formal qualifications than with individual ability, desire to learn and a real commitment to help us continue building this organisation.

Successful candidates will become an integral part of the world's leading tribal peoples' rights team. If you fit the bill, we want you with us, so we wish you the best of luck!