



Job specification

Media Officer

Thank you for enquiring about this post. Please read this carefully. If you then want to apply, please write a one-page cover letter explaining who you are and why you want the job, and complete the application form. Please email the two items, together with your CV, to: mediaofficer@survivalinternational.org.

Survival International is the world's foremost organization dedicated to tribal peoples' rights. It works to limited budgets and has about 24 paid staff, and other volunteers, in its London office, and smaller offices in Europe and the US. Successful applicants must get on with a small, efficient and dedicated team of professionals. You must be highly motivated by Survival's aims, otherwise it is unlikely that you will be fulfilled in this work. Survival can provide an interesting, varied vocation which will be hard work, challenging, often frustrating, and sometimes extremely rewarding.

Job description

Shining the spotlight of the world's media on the relentless persecution that tribal peoples experience is at the heart of Survival's work. Over the last 49 years our track record of securing global media coverage has played a vital role in the countless victories we've won. The work of the Media Officer, therefore, is central to combating one of the most urgent and horrific humanitarian crises of our time.

Location	Survival International, London EC1M 7ET
Hours	Monday to Friday 10am – 6pm
Salary	£22,000 – £27,000 dependent on experience
Contract	12 months renewable contract (6 months probation)
Application deadline	6pm, 2 February 2018
Start date	end February 2018

The Media Officer is responsible for getting coverage of our work into the media. We target the media in its broadest sense – print and digital newspapers, webzines, blogs and other online platforms, magazines, TV, radio, podcasts and so on.

- You will devise short and long-term strategies for securing media coverage.
- You will be responsible for proposing, drafting, and sending out a steady stream of press releases (we currently issue roughly one a week).

- After we issue a press release, you will contact key journalists to interest them in running the story. You will be persistent but polite, not be put off by frequent rejections, and able to think laterally about how to get coverage.
- You will help plan our media output, and think strategically about how and where media coverage of our work can best further our aims and objectives.
- You will always be thinking of the “angle” – a way to interest the media in our work and secure coverage in a highly competitive environment.
- You will maintain existing media contacts and cultivate new ones.
- You will respond to media enquiries, liaise with campaigns staff, and always push for Survival and our work to be at the heart of any story.
- You will look to expand coverage of our work into those sectors and geographical areas, especially the US, which are a high priority for us.
- You will help to coordinate media work across our international offices, and work to increase collaboration between offices for greater efficiency.

Requirements

Besides an enthusiasm for, and commitment to, Survival’s work:

- It is crucial that you be highly literate with flawless written English (native-speaker level) and extremely strong writing skills. Please do not apply unless you meet these criteria, which will be rigorously tested.
- You must be able to simplify complex details into hard-hitting copy that will grab journalists’ attention and make them interested in our campaigns. This is a different skill to writing for an academic audience!
- The ability to produce articles, opinion pieces and other texts which are clear and accessible is crucial.
- An interest in the media is essential. You must be actively interested in how the media works, and up to date with the latest digital developments.
- You will need to be confident about giving interviews on TV, radio etc.
- You will need to be able to juggle a heavy workload, coordinating Survival’s media output, responding to queries, and liaising with Survival’s offices in other countries.
- A desire to take responsibility for increasing the effectiveness and efficiency of the organization is paramount.

- Additional languages (eg. Spanish, French, German) are also advantageous.
- You should be able and willing to work outside normal office hours, if and when required.

Personal attributes

- Confidence, resourcefulness, and the ability to work independently with minimal supervision.
- An enthusiastic and personable manner – energetic and committed.
- Ability to keep calm under pressure.
- Take pleasure in completing a variety of tasks to a high standard, including routine ones.
- Excellent organizational and time management skills, and the ability to plan and prioritize effectively.
- Good IT skills, including MS Office and databases.

What can we offer you?

- When you join Survival, you're getting more than just a career: you're gaining a unique opportunity to be at the heart of one of the most exciting campaigning organizations around; it is not just a job. You will be working with a team of passionate people who really care about human rights and want to change the status quo.
- You will become an integral part of the world's leading tribal peoples' rights team.
- You will not be pigeonholed by your job description and there are great opportunities for increasing your skills and growing professionally.
- We strive to be an equal opportunities employer, with a close-knit and friendly internal culture. We strive to treat our employees well.
- We have a pension scheme and generous annual leave (25 days' holiday + bonus days over Christmas and New Year).

Finally...

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!