

Media and Communications Officer, *Girls Not Brides*

Girls Not Brides is seeking a Media and Communications Officer to join its global secretariat.

Girls Not Brides is a global partnership of more than 1000 civil society organisations from over 100 countries committed to ending child marriage and enabling girls to fulfil their potential. Members are supported by the global secretariat with staff based in the UK Africa, Asia and Latin America. Stronger together, *Girls Not Brides* Members bring child marriage to global attention, build an understanding of what it will take to end child marriage, and call for the laws, policies and programmes that will make a difference in the life of millions of girls.

In 2017, *Girls Not Brides* launched an ambitious four-year strategy. The Partnership has grown rapidly in recent years and is keen to scale up efforts to support the generation and use of evidence on what works to end child marriage and ensure this is accessed by our in-country Members, particularly community based organizations. *Girls Not Brides* also is committed to ensuring that global thinking on effective approaches to end child marriage is informed by community level perspectives.

As a thought leader in child marriage, *Girls Not Brides* is committed to learning from the experiences of our Members and partners on what works to end child marriage.

Accountability: To the Head of Communications

Salary range: £33,000-£37,000, depending upon experience, plus a generous benefits package

Closing date: 6 September 2019

Key responsibilities

Based in the *Girls Not Brides* office in Central London, the Media and Communications Officer will work closely with and report to the Head of Communications. You will play a lead role in media outreach, running the press office function as well as proactively developing media strategies and campaigns to support and highlight the work of *Girls Not Brides* Members and the secretariat. You will secure quality, in-depth media coverage of the issue of child marriage and what can be done to address this global problem. An enthusiastic media relations professional with a nose for a good story, you will be part of a small, four member communications team and will help deliver on an integrated communications plan.

- Work with the Head of Communications to develop and implement a global media strategy that brings attention to the issue of child marriage across the world and highlights the work of *Girls Not Brides* and its Members; develop and implement regional media strategies for our priority regions.
- Manage the press office function, connecting journalists to Members in response to media requests and proactively seeking relevant and newsworthy opportunities to raise the profile of *Girls Not Brides* as part of an integrated communications approach.
- Develop and maintain relationships with influential traditional and emerging media to raise awareness of child marriage, *Girls Not Brides* and our Members.

- Work with the Head of Communications to prepare all media outreach activities in support of *Girls Not Brides* initiatives such as drafting Op-Eds, quotes, press releases, media briefs, media pitches, and organising media engagement activities around events, country visits, Member meetings.
- Brief and prepare staff and *Girls Not Brides* Members for media interviews and engagements, including developing talking points and advising on messaging, and arranging media training where necessary.
- Prepare monthly media coverage reports, maintaining media coverage logs and other media related information in the *Girls Not Brides* database.
- Conduct desk research as required to contribute to media pitches and collect case studies.
- Partner with the Senior Digital and Content Editor to creatively find the best traditional and new, innovative channels to reach our audiences.
- Work with the Senior Digital and Content Editor to manage development and production of videos, audio materials and photography.
- Conduct other communications support as required, including drafting copy for *Girls Not Brides'* channels.
- Support the Head of Communications in production of external content (briefs, reports) including copy-editing and proofreading, and liaising with consultants.
- Commit to the mission and vision of *Girls Not Brides*, putting them at the forefront of all planning, work and actions.
- Uphold the values of *Girls Not Brides* in all areas of work and interactions with colleagues, Members, partners and other stakeholders.
- Comply with *Girls Not Brides* policies and processes, with particular note for safeguarding, the code of conduct and data protection.
- Ensure that internal databases and monitoring information are kept fully up-to-date.
- Commit to ongoing personal development and learning.
- Fulfil any other reasonable requests for the advancement of the *Girls Not Brides*.

Person specification

Media relations

- At least 5 years of working in a primarily media-focused communications role.
- Strong news sense and an ability to spot newsworthy opportunities to raise the profile of *Girls Not Brides* and its Members.
- Demonstrated ability to implement a successful media strategy at a global and regional level.
- Experience preparing spokespeople for interviews, including drafting talking points, briefings and messaging frameworks.
- Expertise in creating quality media content including a demonstrated ability to write engaging, clear and concise copy.
- Proven experience of working with UK and international media contacts interested in global social issues and securing quality coverage.
- Demonstrated ability to develop and manage relationships with journalists, and consultants such as photographers.
- Ability to organise and implement successful media field visits and media-focused events.

- Experience of working on sensitive issues in a balanced way with a focus on solutions-driven messaging rather than sensationalism.
- Some experience of working within a news/media organisation would be an advantage.
- Willingness to travel to different regions when necessary, sometimes at short notice.

Communications skills

- Excellent story-telling and media pitching skills.
- Excellent written and verbal communication skills.
- Proven ability to write for different audiences.
- A good eye for accuracy and detail and potential implementation challenges.
- Experience of successfully developing story ideas and creative communications concepts.
- Excellent written and spoken English; proficiency in another relevant language, such as French or Spanish is highly desirable.
- Basic knowledge of photography / film making.
- Experience using media monitoring systems such as Vuelio or Meltwater.

Personal skills and experience

- Direct experience of working in a media-focused role is essential.
- Excellent interpersonal skills and an inquisitive and analytical mind.
- Willingness to work in a collaborative team and with diverse stakeholders, including an ability to work in different cultural environments, and work sensitively with Members from a wide range of backgrounds.
- Highly reliable, organised, proactive and capable of independent judgement.
- Ability to work with minimal supervision to meet tight deadlines and juggle multiple priorities.
- Experience in managing contractors, such as freelance journalists, media consultants, film producers, and photographers.
- Experience of supporting high-profile individuals is desirable.
- Experience of working in a media role for a membership organisation or secretariat is desirable.
- An interest in or experience of working in international development is desirable.

At *Girls Not Brides* we are committed to the well-being, empowerment and rights of children and to safeguarding children from harm in all of our activities. Girls Not Brides aims to promote an environment of trust and understanding where the welfare of children is paramount. You will be expected to adhere to the Girls Not Brides Child Safeguarding Policy and its Code of Conduct and report any concerns relating to the safeguarding of children in accordance with agreed procedures.

How to apply

We are an equal opportunities employer and we welcome applications from all suitably qualified persons. To apply, please send your CV and a brief cover letter demonstrating how you meet the criteria for this position to recruitment@GirlsNotBrides.org by 23:00 GMT on **6th September 2019** clearly stating “Media and Communications Officer” and your name in the subject line.

First round interviews will take place in the week beginning 16 September and final interviews will take place in the week beginning 23 September in our London office.

We regret that due to the large number of applications anticipated, only shortlisted candidates will be contacted.