MEDIA AND COMMUNICATIONS OFFICER RECRUITMENT INFORMATION
INTRODUCTION TO THE ROLE

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 1500 civil society organisations from over 95 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.

Job location
London

Reporting to
Head of Communications

Salary range
£30,000-£36,000, depending upon experience, plus a generous benefits package

Contract
Full time
About Girls Not Brides

Our History

Girls Not Brides was initiated in September 2011 by The Elders, a group of independent global leaders working together to promote peace and human rights. Girls Not Brides was created as part of their efforts to bring more attention to the harmful practices that hold girls and women back, and to encourage and empower others to work collaboratively to end child marriage. Girls Not Brides became an independent charity in 2013.

Our Vision

Our vision is a world without child marriage where girls and women enjoy equal status with boys and men, and are able to achieve their full potential in all aspects of their lives. Our vision challenges deeply embedded social norms that harm the lives of girls, women and their communities.

Our Work

Girls Not Brides is the only global organisation uniquely focused on creating and sustaining a worldwide movement to end child marriage, and ensuring that this movement leads to tangible change for the girls at risk or affected by the practice. We are a network of over 1,400 civil society organisations in over 100 countries working in partnership to end child marriage.

Our member organisations are diverse. They vary in size, location and the type of work they do. They include programme implementers and service providers working directly in their communities, and groups focused on research and advocacy to concentrate global, regional and national attention on the problem. They include small community groups and large international non-governmental organisations.

In some countries, our member organisations have come together to form coalitions to end child marriage. They use collective engagement to consolidate their work and catalyse national action.

The secretariat rallies support to end child marriage and supports member organisations by:

- Nurturing relationships with multilateral institutions, media outlets, potential donors, UN bodies and academic institutions.
- Convening member organisations and other key partners (such as UN agencies, donors, governments and academics) to address important questions, such as how to measure progress towards ending child marriage.
- Supporting the development of a shared understanding of promising approaches to end child marriage.

Our Core Values

- Inclusivity
- Integrity
- Pragmatism
- Collaboration
- Respect
- Determination
• Building relationships with organisations and alliances working in different sectors to ensure that child marriage is integrated into their work.

• Sharing global and regional policy developments with member organisations and spearheading collective advocacy to include child marriage in development and human rights frameworks.

• Increasing visibility and understanding of the impact of child marriage, and amplifying local and global efforts driven by member organisations to end the practice.

• Ensuring member organisations are equipped with the necessary tools and information to strengthen their work.

• Facilitating collective action by member organisations at the global, regional and national levels.

Our impact

When *Girls Not Brides* was launched, the issue of child marriage was almost invisible for many, especially in global fora. A few determined organisations were working on the issue, but there was little scope for them to learn from one another, share resources or work together to increase their impact. Since then, we have made significant progress. Highlights include:

• The inclusion of a target to end child marriage in the post-2015 **Sustainable Development Goals**.

• Increased understanding of the range of approaches needed to address child marriage, and the role of different sectors, thanks to our **Theory of Change**.

• Work with intergovernmental bodies like the **African Union**, **South Asia Association for Regional Cooperation**, the **Commonwealth**, and the **Organisation internationale de la Francophone**.

• Increased work in Latin America and the Caribbean, with seven governments in the region committing to addressing child marriage.

• The development of national action plans to end child marriage in over 40 countries.

• The launch of the Girls First Fund, a multi-donor initiative to support community-based organisations working to end child marriage around the world. It initiated **VOW: To End Child Marriage**, an innovative fundraising initiative.
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 communications team and will help deliver on an integrated communications plan, working closely with our regional offices in Kenya, India and Mexico.

**Specifically, you will:**

- 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.
- Support the development and implementation of 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 and 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 and conduct desk research as required to contribute to media pitches and collect case studies.
- Partner with the Senior Digital Communications Officer 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.

**Wider responsibilities of *Girls Not Brides* team members**

- 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 *Girls Not Brides*. 
PERSON SPECIFICATION

Media Relations

- Significant experience of working in a primarily media-focused communications role.
- Demonstrated ability to implement a successful media strategy at a global and regional level.
- Strong news sense and an ability to spot newsworthy opportunities to raise the profile of Girls Not Brides and its Members.
- 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.
- Willingness to travel to different regions when necessary, sometimes at short notice.
- Some experience of working within a news/media organisation would be an advantage.
- Strong commitment to the mission and values of Girls Not Brides and our vision in relation to addressing child marriage and the empowerment of girls and women.
- Proactive and able to confidently take initiative and make appropriate decisions.

Communications skills

- Direct experience of working in a media-focused role is essential.
- 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.
- Basic knowledge of photography / film making.
- Experience using media monitoring systems such as Vuelio or Meltwater.
- Excellent written and spoken English; proficiency in another relevant language, such as French or Spanish is highly desirable.
Personal skills and experience

- 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.

Safeguarding

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.
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 13th January 2021 clearly stating “Media and Communications Officer” and your name in the subject line.

First round interviews will take place in the week beginning 18th January 2021 and final interviews will take place in the week beginning 25th January 2021.

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