

## **Media Manager**

**Fixed Term Contract – 6 Months**

**Circa £33,000 pa**

**London**



### **Media Manager – The Role**

Working with the Global Head of Media and collaborate with other directors and senior managers you will help position us as the leading animal welfare charity worldwide and ensure that animal welfare becomes a public priority.

This will involve developing and implementing an integrated organisation wide marketing and communications strategy. This will include managing our reputation, devising proactive ways of achieving media coverage, producing content for a range of media, nurturing links with journalists on key media and managing relationships with our suppliers.

We will also look to you to monitor media coverage, prepare regular evaluation reporting, handle media enquiries from international media and coordinate our forward planning calendar.

### **Media Manager – Requirements**

With a relevant media, PR or communications qualification you will be experienced at developing and implementing media relations strategies as well as working with international media.

Expert in proactive and reactive media management, you will possess a strong news sense and used to implementing media plans and strategies to achieve specific aims and objectives.

You will have worked across online and offline media and gained a strong understanding of media metrics and reporting.

An outstanding communicator, you also work well as part of a team, are comfortable working to deadlines and have an eye for detail.

Knowledge of animal welfare issues and campaigns would be an advantage.

### **Who are we?**

We are World Animal Protection.

For over 50 years we have moved the world to protect animals.

We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

We stop the exploitation of wild animals for entertainment and profit. We protect pets and working animals in communities across the globe. We campaign for better farm animal welfare and fight against factory farming. We also help animals when disaster strikes.

Our vision is a world where animals live free from suffering. We are working to help people to see how important animals are to all of us.

We are determined to influence decision makers to put animals on the global agenda and inspire people to change animals' lives for the better. Today we're working on projects to end animal suffering by helping governments and communities to protect and care for their animals.

Join us and together we can move the world for animals.

### **Media Manager – How to Apply**

If you want to be part of a dynamic organisation that values people as individuals, as well as inspires and motivates its employees to succeed and expand their talents, then please send a copy of your CV and cover/motivation letter to [recruitment@worldanimalprotection.org](mailto:recruitment@worldanimalprotection.org)

Closing date: 22<sup>nd</sup> January 2017

Please note that all candidates must have the right to work in the UK. We will not be able consider candidates who do not have the eligibility to work in the UK.

As we often receive a large number of applications from experienced and qualified candidates we will generally give priority to those who can demonstrate that they meet all of the essential criteria listed. It is important that you show how you meet all the essential criteria and your application will be stronger if you show that you meet at least some of the desirable criteria.

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful.

We kindly request Recruitment agencies should not approach us for this role as we will be considering direct applications.

Our new name is World Animal Protection. We were known as WSPA (World Society for the Protection of Animals)

## Job Description

### MEDIA MANAGER



**We are** World Animal Protection.

**We end** the needless suffering of animals.

**We influence** decision makers to put animals on the global agenda.

**We help** the world see how important animals are to all of us.

**We inspire** people to change animals' lives for the better.

**We move** the world to protect animals.

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters and animal cruelty has ended. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

**Job Title:** International Media Manager

**Location:** London

**Reports to:** Global Head of Media

**\*Technical/Professional Accountability to:**

**Reportees:** Nil

**\*Technical/Professional Reports:**

**Budget holder:** No

**Global/Local<sup>1</sup>:** Global

#### Main Purpose of the role

Play a key role in positioning World Animal Protection as the leading animal welfare charity worldwide and ensure that animal welfare becomes a public priority.

Work with the Global Head of Media and collaborate with other directors and senior managers in the development and implementation of an integrated organization wide marketing and communications strategy.

#### Accountabilities

- Accountable for helping build and manage the organisation's profile in the media and for managing the organisation's reputation
- Responsible for the development and execution of the media strategy across departments, aligned with our global strategy
- The role holder is responsible for complying with the organisation's policies and procedures.

#### Duties and Responsibilities

##### *Functional*

- Develop and implement media strategies in support of organisational aims; principally campaigns

- Develop and distribute content to key international media outlets (traditional and online) and proactively seek media opportunities that support the organisation and campaign objectives
- Manage media inquiries in accordance with our 24-hour media and rapid response protocol, logging calls and reporting on outcomes
- Evaluate and report on the reach and impact of media activities through regular media monitoring and contribute to campaign evaluations
- Research and author articles for World Animal Protection, social media sites, newsletters and other media outlets
- Create and maintain international media contact lists, liaise with individuals and media outlets and develop and manage relationships with key media partners including outlets, PR agencies and contractors across the world
- Coordinate the development, production and distribution of audio-visual materials for broadcast and online media
- Support campaign and organisation spokespeople through the development of media messaging, briefing notes and preparation for interviews
- Protect and enhance World Animal Protection's reputation, including crisis and issues management preparation
- Support country communications and functional areas providing and commissioning communications training, support and guidance
- Develops media-based public awareness campaigns to increase public understanding of animal welfare
- Research and support production of media materials for new and ongoing World Animal Protection campaigns
- To carry out any other tasks as reasonably requested.

Please note: this position is required to manage media out-of-hours as part of a 24/7 global media roster alongside our media teams in Australia and the USA. The role is also required to speak to journalists across the world, so knowledge of international media is essential.

### *Management*

- The position has no direct reports but may manage ad-hoc volunteers. The role holder may also lead virtual teams on key projects and works closely with country-based communications teams.

### **Organisational responsibilities**

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment
- Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, communications, and donor reporting
- Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance

- Contribute to a learning culture and create a positive working environment for staff
- The role holder will from time to time be required to undertake any other duties that are within the scope of this role
- Take responsibility for their own health, safety and welfare, comply with H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public
- The post holder may be required to travel internationally to provide support or participate in World Animal Protection's activities as and when required.

## **Skills and Experience**

### *Essential*

- Experience developing and implementing media relations strategies for a similar or larger organisation
- Knowledge of and experience working with international media
- Proven experience in proactive and reactive media management, with a strong news sense and ability to move quickly on breaking news opportunities
- Experience developing and implementing media plans and strategies to achieve specific aims and objectives
- Experience of utilising traditional tools (press, networking etc.) as well as online tools (social media, twitter, blogs etc.) to maximise media coverage and awareness.
- Excellent verbal and written communication skills and experience in writing media releases, articles and externally focused communications for a range of audiences
- A strong understanding and experience of media metrics and reporting
- Able to work together with colleagues to pool skills, ideas and resources to achieve objectives and resolve problems
- Strong interpersonal skills with a capacity for conflict resolution, relationship management and diplomacy
- Proven ability to work well under pressure and meet deadlines
- Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work under pressure to meet tight timeframes.

### *Qualifications*

Relevant tertiary or industry recognised qualifications and workplace based experience in media, PR and/or communications.

### *Desirable*

Knowledge of animal welfare issues and campaigns

Last reviewed/updated: 6 December 2016

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\*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

<sup>1</sup>A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.