

Post details

Job title:	Media Officer
Reports to:	Campaigns & Advocacy Manager
Key relationships:	Research Manager, Digital & Outreach Manager, Executive Director
Working hours:	21 hours per week (equivalent of 3 days a week)
Contract:	3 months – with the possibility of extension
Starting salary:	£24,000 (pro rata) + benefits

Post summary

Media is a vital component of Free Tibet's strategy. It plays a direct role in one of our key aims – increasing public awareness of Tibet and the ongoing human rights violations occurring under the Chinese occupation. Good quality media coverage also helps to drive campaign responses, supporter recruitment and political pressure. This is a key role within the team and we are looking for someone who can rise to the challenge.

The successful candidate will have experience of media work in a campaigning or NGO context and the skills to pitch both news and feature articles to local, national and international media outlets. You will have excellent writing skills and the ability to create content for different audiences, finding new and interesting ways of presenting campaigns as well as factual information about Tibet. You will also recognise the importance of protecting the privacy of individuals and information sources and be comfortable dealing with sensitive and confidential information.

This is currently a part-time, temporary, role with the possibility of extension subject to funding being secured. We are looking for someone who can start in January and help boost the profile of a new campaign against Google's project Dragonfly. Another key focus of work will be the 60th anniversary of the national uprising in Tibet.

Free Tibet

Our vision is a free Tibet in which Tibetans are able to determine their own future and the human rights of all are respected. Free Tibet campaigns for an end to China's occupation of Tibet and for international recognition of Tibetans' right to freedom. We mobilise active support for the Tibetan cause, champion human rights and challenge those whose actions help sustain the occupation. Free Tibet is a not-for-profit, UK-registered company and bound by Companies Act 2006. The UK Charity Commission deems our activities as political and, therefore, we do not have charitable status.

Tibet Watch

Tibet Watch is a UK registered charity (no. 1114404) which was set up in 2006. Our core aim is to promote the human rights of the Tibetan people through monitoring, advocacy and research. Our main office is in London and we also maintain a field office in Dharamsala, India. We act as Free Tibet's research partner.

Job description

Key responsibilities

Media

- Implement Free Tibet's media strategy, ensuring that targets are hit and key outcomes achieved.
- Ensure that the media strategy supports the wider organisational strategy, including the recruitment of new supporters.
- Identify opportunities to provide news, commentary and feature content to the media (including news and other information from Tibet sourced by Tibet Watch).
- Produce media content, including press releases, opinion pieces, feature articles and statements.
- Build and maintain good relationships with journalists and other stakeholders.
- Maintain and update the media contacts database.
- Manage the distribution and pitching of content, including selling-in stories where appropriate.
- Monitor and develop media coverage of Free Tibet's work.
- Monitor and evaluate media coverage of Tibet and Tibet-related issues in general, identifying any useful trends.
- Liaise with colleagues to ensure that all narratives emerging from Tibet are identified and communicated via the most appropriate channel.
- Ensure that the privacy of our sources is protected at all times.
- Manage media enquiries and interview requests arising from press releases and other communications.

General

- Participate actively in regular team meetings.
- Provide data for quarterly reports to the Free Tibet Executive Committee.
- Participate in organisational activities, including protests and outreach events.
- Any other tasks reasonably required to ensure the smooth running of the office.

Person specification

Essential

- Excellent communication skills, including the ability to simplify complex messages and to produce persuasive and informative copy against tight deadlines for different audiences.
- Track-record of securing international, national and regional media coverage.
- Demonstrable experience servicing the information needs of international media, including knowledge of the quality and types of supporting information and documentation required by media contacts.
- Demonstrable experience of planning and delivering effective media campaigns.
- Ability to build and maintain mutually supportive working relationships with journalists and other key partners or stakeholders.
- Ability to work with confidential and sensitive content.
- Knowledge of the current situation in Tibet.
- Ability to work under pressure and multi-task in a busy office environment.
- Commitment to Free Tibet's vision, mission and values.

Desirable

- Qualification in journalism
- Video or photography skills.

Application process

You can return your completed application form by email to recruitment@freetibet.org or by post to 28 Charles Square, London N1 6HT.

The deadline for applications is **10am on Monday 17 December 2018**. Shortlisting will take place on Monday 17 December and interviews will be held on Thursday 20 December.