

Post details

Job title:	Media Officer
Reports to:	Campaigns & Advocacy Manager
Working hours:	21 hours per week (equivalent of 3 days a week)
Contract:	Permanent
Salary:	Up to £29,000 (pro rata)
Location:	Home and/or our south London (Brixton) office.

Post summary

We're looking for a creative Media Officer to join our small and dynamic campaigns team. You will use your media and digital publicity skills to deliver high-quality, high-impact media coverage which helps to bring human rights abuses in Tibet to light and communicate Free Tibet's campaigns. This is a role for someone that wants to amplify the voices of one of the most oppressed communities in the world and can re-frame Tibet as an issue, making it the relevant, anti-colonial struggle that it should be.

Alongside the Campaigns & Research Manager and the CEO the post-holder will devise and develop an effective media strategy, underpinning Free Tibet's overall campaign strategy. Tibet has not been in the headlines enough in the last decade and this is a post for someone who wants to change that.

The post-holder will develop good relationships with print, broadcast and online journalists, initiate stories, write opinion pieces and letters and take part in the media aspects of public outreach events and stunts. They will understand how online media has changed the traditional role of a press officer, and play a leading role in helping us stay ahead of the curve in mobilising opinion online, including on social media.

We encourage Tibetans to apply for this position. Appointment will be based on merit alone.

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.

Our main office is in Brixton in south London. Our sister research organisation, Tibet Watch, also has an office in Dharamasala in Northern India, with around 15 staff members in total. At present most staff are working from home, and we expect continuing high levels of home working in future. The minimum commitment for time in the office is one day per month.

The Media Officer will be part of a small, closely knit team which operates on a flexible basis. We offer 25 days pro rata annual leave in addition to public holidays and time off over Christmas. Additional benefits include a flexi-time policy, pension scheme and interest free season ticket loans.

Job description

Media

- Develop and implement Free Tibet's media strategy, bringing the Tibetan struggle to new audiences and ensuring it is an issue that gets the public talking.
- Ensure that the media strategy supports the wider organisational strategy, including the recruitment of new supporters.
- Proactively find opportunities to pitch in news, commentary and feature content to the media (including news and other information from Tibet sourced by our research partner, Tibet Watch).
- Write media-ready content, including press releases, opinion pieces, feature articles and statements.
- Build and maintain good relationships with journalists based in China and other media centres, as well as other stakeholders.
- Maintain and update our press list.
- Manage the distribution and pitching of content, including selling-in stories in person where appropriate.
- Pitch and place stories to print and broadcast journalists working in international, UK national, UK regional and consumer media
- Monitor media coverage of Free Tibet & Tibet Watch's work.
- Monitor and evaluate media coverage of Tibet, China and Tibet-related issues in general, identifying any useful trends.
- Regularly speak directly and build relationships with the Tibet Watch field research team, ensuring that the post-holder is as close as possible to the story.
- 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.
- Brief the CEO or other spokespeople in advance of a media interview.
- Train and organise training for other staff members to improve their media skills – verbal and written.
- Occasionally be on call out of hours for media enquiries.

General

- Participate actively in regular team meetings.
- Play an active role in creating and driving Free Tibet campaigns.
- Provide data for quarterly reports to the Free Tibet Board.
- Participate in organisational activities, protests and outreach events.
- Any other tasks required to ensure the smooth running of the organisation.

Person specification

Essential

- Experience of media work and generating media coverage in the UK (or comparable experience in journalism), including:
 - Pitching and placing stories to print and broadcast journalists
 - Writing press releases and quotes
 - Writing and editing articles, blogs, opinion pieces and letters to the editor
 - Developing key messages
- Demonstrable experience servicing the information needs of major media, including knowledge of the quality and types of supporting information and documentation required by media contacts.
- Excellent written and verbal communication skills, able to adapt for different types of media, audiences, and communications channels.
- Ability to turn complex issues or causes into news stories in a simple and engaging way.
- Ability to build up a network of media contacts and grow media interest in an issue.
- Ability to work with confidential and sensitive content.
- Good team-working skills, able to collaborate effectively with colleagues and external stakeholders
- Ability to prioritise competing priorities, work to tight deadlines and remain calm under pressure.
- Commitment to Free Tibet's vision, mission and values.

Desirable

- Knowledge of the current situation in Tibet.
- Track record of delivering effective media for campaigns.
- Experience of working on cross-channel communications campaigns, with the knowledge of how to link media with social, digital, supporter, and other communications to amplify impact.

Application process

Please return your completed application by email to host@freetibet.org

The deadline for applications is 10 am, Monday 11th January. Interviews Tuesday 19th January.