ROLE PROFILE

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| Title | Global Press Officer | | |
| Functional Area | **Communications - Global Influence and Partnerships** | | |
| Reports to | Head of Global Media & Public Relations | | |
| Location | Flexible | Travel required | Yes |
| Effective Date | Ideally from last week of September or October | Grade | 3 |

role PURPOSE

Delivering lifechanging programmes in over 50 countries across Africa, Asia and the Americas, Plan International’s goal is to advance children’s rights and equality for girls. We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it’s girls who are most affected. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

The post of Global Press Officer is an integral part of the team responsible for the development and promotion of Plan International’s external profile in the media as the go to organisation for girls’ (and children’s) rights to a wide and diverse range of audiences. The role involves creating compelling content and dealing with international, national and regional media and specialist press across print, broadcast and digital platforms.

Dimensions of the Role

* Work as part of the Media Team and in close collaboration with the Digital and Global Campaigns teams to create compelling content, implement international public relations campaigns, proactively profile the organisation and its experts, and promote Plan International’s work to the media across print, broadcast and digital platforms.
* Lead/coordinate global communication responses during disasters and emergencies, including deployment to Country Offices as required
* The role is primarily to support external communications. However, teams are expected to work collaboratively which requires flexibility and transferable skills. It is highly desirable that that the post holder will have basic video editing, photography and production skills.
* Some international travel may be required.
* The role reports into Head of Global Media & Public Relations

Accountabilities

* Manage accurate, timely and appropriate responses to media enquiries.
* Drive positive, proactive and consistent messaging about Plan International which represents the organisation effectively and raises its profile.
* As part of the international media team, position Plan International as a leading girls’ (and children’s) rights and humanitarian organisation.
* As part of the international media team, share responsibility and ownership of international press coverage for Plan International’s operational regions: *Eastern and Southern Africa, West and Central Africa, Asia, Middle East and the Americas.*
* Identify new and innovative ways of promoting Plan International’s work by creating compelling content for media and promotion across digital channels.
* Monitor developments and news in assigned regions / area of work in order to respond swiftly and proactively to opportunities when appropriate. Examples include quickly turning information into strong press releases and statements.
* Liaise (mostly remotely) with communications teams in programme implementing countries, fundraising offices, regional hubs and advocacy/influencing liaison offices.
* Play a full part in coordination of dynamic communications coverage of disaster and emergency response operations, stepping into a lead role, if required.
* Track media coverage of Plan International and use insights gained to refine future pitches, feature development, messaging and story ideas.
* Build strong contacts with international media with demonstrable impact on coverage.
* Help produce high quality multi-media packages in coordination with digital and global campaigns teams.
* Handle basic levels of video editing and video production.
* In promoting the profile, reputation and influence of Plan International, ensure that messaging, tone of voice and visual identity are consistent with the brand and that brand values are integrated into story choice and treatment.
* Assist in forward planning processes for and the delivery of content created for global moments, campaign activity, policy launches, CEO appearances, advocacy pushes etc. Ensure there is productive coordination with digital colleagues, particularly social media.
* Given the nature of the role, the post holder will be expected to share on-call responsibilities with other members of the media team.
* Advise, support and coach country office communications colleagues – mostly remotely.
* Support Plan International’s global, regional and national marketing and advocacy campaigns and initiatives, working with other departmental staff as the need arises***.***
* Researching and producing media packs on topical subjects as the need arises.
* Ensures that Plan International’s global policies for Safeguarding Children and Young People and Gender Equality and Inclusion are fully embedded in accordance with the principles and requirements of the policy including relevant Implementation Standards and Guidelines as applicable to their area of responsibility. This includes, but is not limited to, ensuring staff and associates are aware of and understand their responsibilities under these policies and Plan International’s Code of Conduct (CoC), their relevance to their area of work, and that concerns are reported and managed in accordance with the appropriate procedures.

Key relationships

**The post holder will need to be excellent team worker who can operate in a large organisation and deliver results by collaboratively working with others as well as autonomously.**

* Proactively develop and strengthen productive relationships with key global media contacts and outlets in assigned regions and specialist areas.
* Work closely with regional and country-based colleagues in the assigned regions; build relations and offer guidance, support and coaching as required.
* Work collaboratively and supportively with other teams (particularly digital and global campaigns), departments, National Organisations, Field Offices, Liaison Offices, partner organisations and external contacts.
* To work positively with other Communication Department colleagues – including the video unit, multimedia archivist, web, publication and internal communications teams as well as with freelance photographers in creating effective press packages and content.

Technical expertise, skills and knowledge

**Essential**

Please add the minimum requirements that an applicant must possess before being considered.

* Degree level educational qualifications or substantial experience working in journalism, media relations or PR at national or international level
* Strong and effective communicator
* Excellent verbal and writing skills in English with ability to quickly turn around information into compelling content
* Track record of writing news articles, features, picture stories, op-eds and press releases
* Proven success at pitching stories to the media and working with journalists
* Strong understanding of development issues and rights-based work
* Ability to organise media visits and set up interviews
* Track record of working on campaigns
* Track record of handling complex, sensitive and fast-moving situations
* Good understanding of social media and digital channels
* Use strong interpersonal and communication skills, both written and verbal, to build relationships, negotiate and persuade a wide range of audiences.
* Easily absorb, adapt and précis reports to write engaging, accurate copy to deadline for different audiences.
* Keep up to date with key development and media issues and to be able to spot new opportunities as they arise.
* Persuade, lobby and influence peers and colleagues and form productive relationships and contacts
* Work on their own initiative with a flexible attitude to work but able to manage a wide and varied workload
* Strong organisational skills to deal with a complex work environment.
* Behaves consistently in approach to work and decision making
* Be flexible in multitasking and working with other colleagues within the communications department to help achieve overall efficiency
* Work enthusiastically as part of a team and form effective and constructive working relationships across the whole organisation and wider network within sector
* Participate in training and other activities as requested by the organization
* Undertake reasonable additional duties and responsibilities as requested by the Head of Communications

**Desirable**

Please include those requirements that are desirable.

* Familiarity with international development context and a passion for children’s rights
* Experience of working with people at all levels in a multi- cultural / global environment
* Multimedia skills
* Languages: French, Spanish

Plan International’s Values in Practice

**We are open and accountable**

We create a climate of trust inside and outside the organisation by being open, honest and transparent. We hold ourselves and others to account for the decisions we make and for our impact on others, while doing what we say we will do.

**We strive for lasting impact**

We strive to achieve significant and lasting impact on the lives of children and young people, and to secure equality for girls. We challenge ourselves to be bold, courageous, responsive, focused and innovative.

**We work well together**

We succeed by working effectively with others, inside and outside the organisation, including our sponsors and donors. We actively support our colleagues, helping them to achieve their goals. We come together to create and implement solutions in our teams, across Plan International, with children, girls, young people, communities and our partners.

**We are inclusive and empowering**

We respect all people, appreciate differences and challenge inequality in our programmes and our workplace. We support children, girls and young people to increase their confidence and to change their own lives. We empower our staff to give their best and develop their potential.

Physical Environment

* Based at the Global Hub in Woking in the office environment
* Be flexible to travel internationally when an important story requires it.
* The field work is demanding, involving long days, travel and subsistence in often challenging circumstances.
* The work can be quite physical as it involves transporting and setting up equipment in varying climates etc.
* Global Press Officer role is by default part of the deployment register for humanitarian disasters and emergencies and can be deployed at short notice.

Level of contact with children

Low contact: Low frequency of interaction