

JOB DESCRIPTION

AMNESTY INTERNATIONAL INTERNATIONAL SECRETARIAT (AIIS)

JOB TITLE: MEDIA AND COMMUNICATION OFFICER **DEPARTMENT:** Amnesty International in Ukraine

JOB PURPOSE: The Media and Communication Officer will be responsible for a) the leading and facilitation AI UA's media work in order to advance the organization's human rights agenda and raise awareness of Amnesty International's work to promote and protect human rights; b) coordination of the external communication to promote and position a series of key activities, events and human rights issues to the media and in the public domain to attract a growing number of supporters to the organization.

DEPARTMENT PURPOSE: Amnesty International in Ukraine campaigns at domestic and international level, advocating human rights change, mobilising and empowering individuals and civil society and gathering supporters to take action, informing and educating them through a broad range of ways about human rights abuses and proposed solutions to achieve human rights positive changes.

AIIS PURPOSE: The International Secretariat, which operates from a number of sites around the world, gathers and communicates accurate and action-oriented human rights information globally. We campaign for meaningful human rights change; enable effective human rights activism and work to persuade governments and other actors to uphold universal human rights standards. We provide strategic leadership, support and advice to the Amnesty International movement globally, fostering Amnesty International's contribution, presence and public accountability throughout the world.

WORKING RELATIONSHIPS:

Reporting to: Director of Amnesty International in Ukraine.

Posts that this job manages: Digital Mobilization Officer; AI UA volunteers and interns

Other key relationships:

- Journalists and mass media;
- Staff members, supporters, activists, volunteers and other Amnesty International Ukraine constituents;
- Media Programme, AV team, and Global Content Programme, Eastern Europe and Central Asia Program (EECA) and other relevant departments and programs at the International Secretariat (IS) in London;
- Colleagues from other AI entities.

- Relevant service providers.

MAIN RESPONSIBILITIES:

— Work with mass media:

- To design, implement and evaluate in cooperation with relevant department in the IS innovative and effective media and public relations strategy for AI UA campaigns in order to achieve maximum impact;
- To initiate and generate media coverage in Ukrainian media that supports AI UA actions, events, projects and campaigns, including:

- Identify and liaise with the relevant media channels and journalists for the various activities and events;
 - Compile, develop, edit and distribute press releases and other relevant material to the media;
 - Organize and coordinate press attendance or interviews and other direct engagement with journalists;
 - Explore different options for media coverage (such as interview, op-eds, participation in talk show on radio and TV, articles etc.) according to news value, defined targets, audience, timing and impact;
 - Organize media events (e.g. Annual Report launch);
 - Provide support to Amnesty International mission to Ukraine.
- To maintain and update the mass media databases (nationwide, Kiev), establish contacts with the journalists, especially interest in the human rights;
- To monitor and report on Amnesty International's media profile as well as on current and emerging issues, making recommendations for future media work that ensures that AI UA's media work is balanced and able to respond to external developments.
- To represent (in agreement with the Director) Amnesty International's position on various issues in the media, partners and the public;
- To prepare briefing information about AI's position regarding certain issues for those who have direct representational functions (e.g. Director).
- └ Communication
 - To search for the communication tools and methods which would generate interest to the organization and human rights agenda and attract new affiliates to AI UA;
 - To coordinate regular updating of AI UA website, official Facebook page and other online information and communication media, including identifying relevant AI's information, materials and news;
 - To support the wider promotion of AI UA actions and events with a purpose to engage as many participants as possible.
- └ Administration and coordination
 - Manage and coordinate the work of volunteers engaged with media/communication and translation work, including:
 - Define and delegate tasks, and oversee and support its execution;
 - Recruit and train new volunteers;
 - Create a welcoming and supporting environment for volunteers and ensure recognition of work and efforts.
 - To perform all necessary administrative tasks to ensure effective self-servicing, participate in the recruitment and induction of new staff and consultants and perform other corporate tasks as appropriate.
 - To participate in the coordination of the work of the team and contribute to the overall flexibility of resource use, including through setting priorities, preparing work plans and report, monitoring their progress and maintain basic budget.

WHAT DOES SUCCESS LOOK LIKE IN THIS JOB? A successful Media and Communication Officer will have developed and implemented effective media strategy for AI UA campaigning, communicated clear and appropriate messages to media, civil society, national and international NGOs and partners on the ground having an impact on the human rights issues and generating interest to the organization.

S/he will have contributed to the effective functioning of the AI UA, and to the implementation of AI UA's mission, upholding AI's values at all times.

SKILLS AND EXPERIENCE:

1. Substantial, relevant experience in similar role in journalism or public relations preferably in the human rights field with strong knowledge of regional and national media, with established contacts at key publications and broadcast outlets.
2. Extensive experience in producing wide range of quality materials for print and/or broadcast media.
3. Sound understanding of media relations management including updating and maintaining relationships with media contacts.
4. Experience in organizing successful media events including press conferences, briefings and seminars in range of contexts.
5. Detailed knowledge of current and emerging media trends and developments and impact on securing organizational priorities on news agendas.
6. Ability to exercise sound judgment, combined with the experience to develop successful media strategies and campaigns and experience in the use of social media.
7. Strong communication, interpersonal and negotiation skills.
8. Ability to work in high pressured environments while managing competing priorities and deadlines.
9. Experience in providing spokespeople support/acting as a spokesperson and in developing and conducting media training, including in effective interview techniques.
10. Experience in media monitoring, analysis and reporting.
11. Experience of working in a team and understanding the importance of efficient communications for the coordination and effective functioning of teams.
12. Knowledge of Amnesty International and interest in, and personal commitment to, the full range of human rights.
13. Skills in audiovisual production (filming, editing, script writing) are desirable but not essential.
14. Fluency in written and spoken Ukrainian and Russian, ability to understand and express ideas in English in a fluent, clear and concise way, both orally and in writing.

EQUALITY STATEMENT

Equality and diversity is at the core of our values and staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

CONFLICT OF INTEREST

Public or other activity, affiliation to or support for any group or organization, personal association or other factor which may generate a real or perceived conflict of interest with Amnesty International's principles (specifically independence and impartiality), or raise a security concern, or

otherwise prevent the candidate from carrying out key functions of the specific post and would therefore disqualify the candidate from being appointed.

Written by: AI UA Director

Date agreed: 25.03.2020

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