Candidate Brief

Senior Press Officer (maternity cover)

September 2017
I am delighted you are interested in the role of Senior Press Officer at CARE International UK (CIUK). CARE is an effective and innovative organisation to work for. We fight poverty and injustice in the world’s most vulnerable places. We save lives in disasters and conflicts. We stand with women, girls and their communities to achieve lasting change for a better future.

This is an important time to join the communications team. The purpose of the role is to raise the profile and enhance the reputation of CARE as a leading relief and development agency. This will be achieved through securing regular, timely and high-quality media coverage in UK-based national, regional and trade print, broadcast and digital media.

This is a successful and talented team. In 2016 the team were highly commended at the PR Week awards for in-house PR team. In terms of organisation-wide initiatives: we launched a new website in 2015; our #March4Women event (2017) endorsed by the Mayor of London celebrated International Women’s Day with a star-studded line-up and attracted more than 5,000 people; and last December we were one of three beneficiaries of The Times Christmas Appeal. CARE’s profile is growing and we will continue to build on these successes.

CIUK plays an important leadership role within the CARE confederation, being the largest member in Europe and second globally in terms of income and programme impact. CIUK has a reputation for innovation, expertise and talented staff.

If you are pro-active and have the skills and experience we are looking for, and you share a passion for fighting poverty and social inequality, please don’t hesitate in applying now.

Ruby Wright
Press and PR Manager
Background Information

CARE is one of the world’s leading humanitarian and development organisations. Founded nearly 70 years ago with the CARE package, CARE now fights poverty and injustice in 84 countries and has built up a strong reputation for innovation and impact.

CARE’s programmes focus on achieving lasting change by tackling the underlying causes of poverty and strengthening the capacities of poor communities to help themselves.

In everything we do, CARE places special focus on gender issues and working alongside poor women and girls because, equipped with the proper resources, women have the power to help whole families and entire communities escape poverty. Women are a vital part of CARE’s community-based efforts to improve food and nutrition security; protect life and resilience in humanitarian crisis; increase access to quality healthcare and education and expand economic opportunity for all.

CARE helps poor people have a greater say about the decisions and policies that affect their lives, supporting them with information and skills so they can challenge decision-makers. CARE’s advocacy efforts also bring evidence from our programmes of what works to change policy and practice at both a local and global scale. CARE is a non-sectarian and non-partisan organisation.

Annie Lennox, Sadiq Khan, Helen Pankhurst and Bianca Jagger lead 5,000 people to march for gender equality. #March4Women 2017, London.
About the CARE Confederation

CARE International operates in 84 countries, but is held together by 13 national members. These national agencies are separate legal entities but operate through one presence in each country and work together under the CARE International Board and Secretariat, based in Geneva. They are bound together by the CARE code.

Globally CARE employs 8,000 staff, with over 95% of them locally sourced and has an annual income of $800m.

CARE has just agreed a new global Program Strategy which will govern all of our work and which will mean that by 2020, CARE and our partners will support 150 million people from the most vulnerable and excluded communities to overcome poverty and social injustice.

About CARE International UK

CARE International UK is an important part of the global CARE International confederation and one of the largest and most influential members. We employ over 110 staff and last year generated £70 million for CARE’s poverty-fighting work. As well as raising money for CARE’s humanitarian and development work around the world, we provide programme expertise in four key areas:

Humanitarian response

With a long-term presence in many of the world’s most vulnerable places, we take a comprehensive approach to emergency response including preparedness, immediate assistance and long-term recovery. We have a particular focus on women and girls; shelter in emergencies, and building resilience through our climate change adaptation and food security work.

Women’s Economic Empowerment

We are working with poor women to give them access to economic resources through programmes on financial inclusion, supply chains and workers’ rights. The private sector has a critical role to play in reducing poverty and supporting women’s economic empowerment. We take an innovative approach to engage with the private sector at global, national and local levels to improve the impact of their activities so that real opportunities are created for poor people. CIUK has also launched Lendwithcare – a new solution for financial inclusion which offers the chance for people in the UK to make small loans to entrepreneurs in developing countries.

Preventing and responding to sexual violence in conflict

In an increasingly turbulent world, we provide expertise and support to our field operations in countries experiencing conflict, by supporting programmes spanning peace-building, reconciliation and rehabilitation. Protecting women from violence and increasing their participation in peace-building is a major advocacy priority.
**Governance**

The capacity of poor people to influence the institutions that govern their lives is fundamental to addressing the underlying causes of poverty. We work at a local level to help the most vulnerable and marginalised hold public authorities and other power holders to account for how they take decisions and allocate public funds.

Within the CARE confederation, we have five strategic roles. We:

1. Design and deliver quality programmes that address the underlying causes of poverty and specifically examine and address the disproportionate impact of poverty on women and girls.

2. Advocate for policies to help the poorest, and change government and business practices to bring about lasting social change among communities living in poverty and affected by crises.

3. Raise strategic and transformational funding for CARE’s poverty-fighting programmes in the world’s poorest and most vulnerable communities.

4. Support CARE International’s global transformation to achieve broader and deeper impact in our fight against poverty by providing strategic direction, resource and expertise.

5. Value our staff and strengthen our organisational effectiveness and accountability.
Background to the job/the team

The Head of Communications is a member of CIUK’s Leadership team, reporting to the Fundraising, Partnerships and Communications Director and working closely with Heads of departments across the organisation. With a team of six permanent employees, the Head of Communications manages the Editorial Content Manager, who oversees the content of our websites and supports on the development of communications across teams, the Digital Manager who is responsible for our digital presence and assets, and the Press & PR Manager who oversees media relations and promotes our corporate partnerships. There is also a dotted line responsibility for a Photo Library Coordinator, a contract running until June 2018. This role is funded by several CARE offices and reports to the Secretariat.

Working closely with the Senior Management team and Chief Executive Officer, you will manage and advise on crisis communications, as well as lead on major pieces of strategic work which align and contribute to our Global Programme Strategy.

Team Organogram
Job Description

1. Overview

Post Title: Senior Press Officer
Directorate: Fundraising, Partnerships & Communications
Department: Communications
Responsible to: Press and PR Manager
Accountable to: Head of Communications

Base location: Vauxhall, London
*CARE International UK reserves the right in consultation with employees to change base location according to organisational and departmental requirements.*

Line Management Responsibility: None
Budgetary Responsibility: None

Key contacts:

External contacts:
- Nationally and internationally based print and broadcast journalists, producers, bloggers, film-makers, photographers and freelancers, working for UK-based print, broadcast and online news outlets include newswires
- Opinion formers and other key stakeholders
- Press team/corporate affairs colleagues in key donor organisations
- Press and events team colleagues in partner organisations, including Coalitions, pressure groups and other NGOs
- Consultants, contractors and suppliers of press services.

Internal contacts:
- Programmes Team
- Humanitarian Team
- Advocacy and Policy Team
- Country Offices and Regional Offices
- CARE International Secretariat Communications team
- CARE International Communication working group and other colleagues across the federation.

*The above list is provided for guidance only and is not an exhaustive list of all the contacts with whom the post holder may be required to liaise.*
2. Job summary

The purpose of this job is to raise the profile and enhance the reputation of CARE as a leading relief and development agency. This will be achieved through securing regular, timely and high-quality media coverage in UK-based national, regional and trade print, broadcast and digital media.

- Creating and delivering high quality media coverage about CARE’s humanitarian, programme and policy work via traditional and digital media channels (60%).
- Project managing media, communications and campaigns projects including content gathering trips to gather multi-media material on priority themes or issues. Manage photographers and freelancers (20%).
- Contributing to daily press team duties, including leading on evaluation of media coverage on a monthly and quarterly basis. In addition to collaborating with the Media and PR Manager to ensure that the senior management team, trustees and colleagues are briefed on media coverage and analysis (20%).

Responsibilities

- Support positioning CARE as go-to relief and development agency for journalists by planning, creating and selling in high-quality, engaging and timely multi-media news content related to CARE’s humanitarian, programme and policy work. Advise on and edit content from other teams.

- Lead on proactive and reactive media activity for on-going and breaking emergencies, taking the on-call phone/duties when necessary and travelling to the affected country at short notice.

- Support the Press and PR Manager on relationships with the DEC, START network, Bond and DfID regarding ongoing/ breaking emergencies and briefing the rest of the team/all staff on developments. Develop and deliver templates for emergency communications.

- Support CARE’s Integrated Communications and Campaigns strategy by ensuring all media material is targeted at CARE’s priority audiences, delivers agreed key messages, especially those related to women and girls and CARE’s humanitarian work.
• Project manage media/case study collection trips to gather multi-media material on priority themes or issues. Manage photographers and freelancers.

• Support Press and PR Manager on integrated campaigns working closely with advocacy, programmes and direct marketing teams. Develop innovative strategies to generate media coverage and share content ideas on joint campaigns, especially those related to humanitarian work.

• Build strong collaborative relationships with targeted Country Offices to support them in developing long and short term communications strategies for UK and global audiences (in-line with organisational strategies), travel to the relevant country to collect materials and carry out capacity building/training with country staff to deliver strategy objectives.

• Identify content from other members of the CARE International Secretariat which could be pitched to UK media outlets.

• Proactively seek and strategically develop longer term partnerships with key journalists and media outlets in order to sell in CARE’s work, stories and spokespeople, and maximise opportunities for media coverage.

• Build the reputation of the Chief Executive and CARE experts by creating opportunities for spokespeople to promote CARE’s work in target media outlets. Brief, prepare and coach spokespeople before interviews. When necessary, act as a spokesperson for CARE International.

• Proactively build relationships with key internal colleagues within CARE’s programmes and direct marketing teams and country offices, especially our target countries, to enhance opportunities to identify news stories. Lead on ensuring a communications budget is built into important proposals.

• Arrange and, where appropriate, accompany CARE staff/journalists/ celebrities on overseas media visits.
• Support creation and/or delivery of media activity related to key advocacy priorities, corporate partnerships and crisis communications if necessary, mainly covering for the Press and PR Manager’s absence.

• Contribute to the smooth running of the press team and its services, systems and processes, including conducting media monitoring and analysis, weekly media coverage report, maintaining press office equipment and participating in out-of-hours rota.

• Ensure all media material is targeted at CARE’s priority audiences, delivers agreed key messages, especially those related to women and girls, and is on brand.

• Manage CARE’s press Twitter account and support with identifying content for CARE’s main Twitter, Facebook and Instagram accounts.

**Special features:**
This post involves acting as a ‘duty press officer’ to respond to urgent media enquiries out-of-hours on weekdays and over the entire weekend as well as any public holidays. This duty is shared equally by press team members.

The post holder will have to work out-of-hours in the evening or at weekends (up to 6 weekends a year) to attend fundraising and other organisational events, or in response to an emergency or to extra workload. Wherever possible, adequate notice will be given.

This post may involve travel overseas, sometimes with a photographer/filmmaker/journalist, in order to generate media coverage. In certain circumstances, the post holder may be seconded to another CARE International Country Office by mutual consent.

*CARE International UK reserves the right to reasonably extend the scope of these duties as dictated by the changing requirements of the department and the organisation.*

*The post-holder may be required to perform ad-hoc additional duties as reasonably required by their line manager or another senior member of staff.*

*This document forms part of the post holder’s contractual terms and conditions of employment.*

*The document is not an exhaustive list of core elements of the role. This job description is a working document and may be amended from time to time by mutual agreement.*
Data Protection
The post holder hereby agrees not to disclose any confidential or sensitive information to a third party or outside organisation except where required to do so by law.

Health and Safety
The post holder agrees to abide by CIUK’s Health and Safety principles and code of conduct and to take all reasonable steps to ensure both their own safety in the workplace as well as that of their colleagues.

Equal Opportunities
The post holder agrees to promote and uphold the principles of equal opportunities in accordance with CIUK’s Equal Opportunities Statement and all related policies.
**Person Specification:**

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<th>Essential</th>
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<td><strong>Education/qualities</strong></td>
<td>● Relevant degree or journalism qualification</td>
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<td><strong>Skills/Abilities</strong></td>
<td>● Excellent news sense and ability to identify news angles</td>
<td>Fluency in another relevant language, eg French, Spanish, Arabic, South Asian language</td>
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<td>● Fast, accurate, and creative writing skills, including for digital media</td>
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<td>● Persuasive and confident manner in dealing with media and other internal and external contacts</td>
<td>Understanding of video and photo editing software such as Adobe Premier, Photoshop, Final Cut Pro</td>
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<td>● Ability to quickly understand information and simplify it for media</td>
<td>Experience in capacity building and training others</td>
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<td>● Photography, video and audio recording skills</td>
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<td>● Ability to work independently and under pressure</td>
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<td><strong>Experience/knowledge/understanding</strong></td>
<td>● Substantial experience of working as a journalist/press officer</td>
<td>Experience of running a successful Twitter or other social media account</td>
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<td>● Substantial set of existing media contacts with an interest in humanitarian and international development issues.</td>
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<td>● Experience of project management</td>
<td>Experience of acting as a spokesperson</td>
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<td>● A proven track record of placing stories in the media</td>
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<td>● Excellent interview skills, particularly in high pressure situations</td>
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<td>● Experience of working in developing countries</td>
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<td><strong>Other</strong></td>
<td>● An proactive team player</td>
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<td>● A commitment to CARE’S values</td>
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international travel sometimes at short notice and to remote and sometimes hazardous locations
• Able and willing to work out of hours

Closing date: Thursday 28th September 2017
Interview date: w/c 2nd October 2017

For further information please visit

www.careinternational.org.uk
Twitter / Instagram: @careintuk
Facebook.com/CAREInternationalUK