

Oct 3, 2018

Job Description - Media Lead, Africa Office

The main goal of the Media Lead role in Equality Now's Africa office is to implement the organization's media advocacy and communications content strategy in the African region.

This involves: raising positive public awareness with target audience on campaign issues; developing media ideas, identifying stories, and producing a range of high quality communications content that can be used internationally; building media contacts and securing quality media coverage across the region; harnessing the power of the media and digital tools to help mobilize public engagement by promoting our key messages and calls to action; building positive brand awareness for Equality Now and advancing our positions as sector go-to leaders in international women's and girls' rights.

The role sits within the Communications Team and will report directly to the Sr. Media and content Manager and work closely with the Advocacy Campaign Manager.

It is based in Equality Now's Nairobi office.

The position will liaise with the Development and Programme teams, and will support communications for the Solidarity for African Women's Rights Coalition (SOAWR).

Main responsibilities:

- Work closely with the Advocacy and Programme Teams to implement the media and communications element of Equality Now's campaign strategies; incorporate key messaging and calls to action into communications output, and ensure appropriate sign off
- Contribute to the development and delivery of media communication strategies for regional events and forum
- Increase the visibility of Equality Now's programmatic work in media in Africa, and provide content that can be featured in media & comms globally
- Leverage media coverage and digital channels as advocacy tools to increase understanding about targeted issues; mobilize public engagement; raise brand awareness for Equality Now; and generate positive media coverage featuring Equality Now's campaigns and actions
- Gather engaging case studies for communications output; conduct interviews, including with those who are extremely vulnerable, employing the utmost professionalism and sensitivity; ensure informed consent, and collect and file signed contributor release forms
- Provide regular updates to the Comms Team on the strongest news lines coming from Equality Now's Africa office, which can be featured in Equality Now's regular communications with supporters, such as email newsletters; and which have the potential to attract global media coverage
- Arrange interviews between Equality Now staff and the media; provide signed off quotes as required

- Produce well written, factually accurate and risk sensitive copy for use in communications output, including: blogs; op'eds; press releases; articles; case studies; media pitches; website; email; social media etc.
- Write and edit copy for a variety of distribution channels and range of audiences; distil complex issues, research and policy into media friendly content
- Maximize media opportunities under the guidance of the Sr. Media and Content Manager; secure positive media coverage for Equality Now by proactively pitching ideas and responding in a timely and effective way to all media enquiries
- Manage regional media relations and build up Equality Now's network of Africa based media contacts, including journalists working for national, pan African and international outlets; maintain relationships with warm media partners and proactively build relationships with new contacts across Africa
- Work with the Advocacy and Comms Team to implement strategies, and identify and capitalize on media and communications opportunities stemming from:
 - key external events and days such as International Women's Day, International Day of Zero Tolerance for FGM, Day of the Girl Child, and Day of the African Child
 - key internal communications moments such as the release of reports, release of Actions
 - external news movements that link closely to Equality Now's work
- Assist with organizing communications content gathering trips; including helping to identifying partner organisations and people to visit, producing itineraries, and coming on trips as appropriate
- Work with photographers and contribute to Equality Now's photo library; ensure photographs are correctly labelled, stored so they are accessible for the wider organization, and with copyright information available
- Monitor and provide monthly reports on Equality Now's coverage in African media; provide monthly updates to feature in Equality Now's All Staff newsletter
- Flag potential communications risks and assist with comms crisis management when required
- Use digital platforms as tools to amplify our media coverage, recruit and retain supporters, and develop relationships with media contacts; provide content for Equality Now's social media feeds, including Twitter & Facebook
- Enhance the communications and media capacity of Equality Now staff and project partners, including delivering comms training as required; provide media contacts with awareness raising training on how to report appropriately and effectively about issues relating to women and girls rights; train partners, stakeholders and staff on Equality Now's focus, using communications in human rights, advocacy and strategic impact litigation
- Provide support for Equality Now's Africa Office in the production of filming as required
- Oversee recruitment and line management of Africa Communications post holders as required
- Undertake other duties as assigned

Qualifications & personal specifications for Media Lead, Africa Office role:

- Educated to at least Bachelor's degree level, post graduate qualifications desirable
- At least 5 years working experience, including working with international organizations and mainstream media outlets
- Must demonstrate superior verbal and written communication skills in English; knowledge of a second language desirable
- Ability to produce professional, journalist level copy for publication; excellent attention to detail; able to effectively sub copy and identify mistakes in own and others writing
- Able to utilise simple CMS and email systems to post and distribute content.
- Demonstrable track record in placing stories in high profile media outlets; strong journalist contacts
- Photography skills
- Effective and creative researcher and storyteller, with experience addressing different audiences across multiple mediums and platforms; creative and innovative
- Understanding of advocacy campaigning, including how to develop and implement multi-channel strategies
- Experience producing engaging content for social media, particularly Facebook and Twitter; professional experience managing social media channels desirable
- Media monitoring experience
- Experience capacity building of partners in communications and media, planning of special events and development of communications strategies
- Experience delivering media trainings and facilitating workshops desirable
- Highly developed interpersonal skills; commitment to teamwork and collaborative work practices
- Line management experience
- Independent, proactive and self-motivated
- Sound time management skills to ensure multiple tasks simultaneously are completed within compressed timeframes; ability to be flexible and open to changing priorities and challenges
- Flexible approach to hours of work, and willingness to accommodate working across time zones; available for work trips involving long distance travel and overnight stay

About Equality Now:

Founded in 1992, Equality Now is a non-profit organisation, fighting for the protection and promotion of the human rights of women and girls around the world through legal advocacy. Working with grassroots women's and human rights organisations and individual activists, Equality Now documents violence and discrimination against women and mobilises national and international action to support efforts to stop these abuses.