Media Coordinator 100%

SUMMARY OF JOB and PURPOSE:
The primary purpose of this position is to support ICAN’s strategic objectives by coordinating and strengthening media coverage and public discussion about nuclear weapons and the Treaty on the Prohibition of Nuclear Weapons.

Alongside strengthening the norm against nuclear weapons through increasing membership of the TPNW, ICAN is seeking to enhance its media work in order to strengthen public support for nuclear disarmament and stigmatize behavior that runs counter to the prohibited activities of the Treaty. The Media Coordinator will support our internal and external campaign strategy to stigmatize and prohibit nuclear weapons, writing and disseminate publicity material, respond to inquiries from the public and media, and coordinate media events.

KEY TASKS AND RESPONSIBILITIES
The Media Coordinator will:

1. Work closely with the Executive Director and staff team to enhance the visibility and the public positioning of ICAN and the TPNW in media through strategic planning and outreach and through the development and implementation of various activities and projects;
2. Support ICAN partner organizations’ media work around the TPNW with tools and coordination in line with ICAN’s global media strategy;
3. Carry out outreach and develop and maintain relations with media actors;
4. Develop, produce and distribute public communications tools, such as press releases, fact sheets, briefing papers, and opinion pieces;
5. Carry out media monitoring and perception mapping around the TPNW and nuclear disarmament;
6. Develop content across earned and owned media;
7. Support the campaign by creating written content for print/online use;
8. Represent ICAN at stakeholder events and meetings and contribute to lobbying and networking activities, as necessary for broadening the understanding of the aims and objectives of ICAN, including fundraising and outreach.

OUTREACH and REPRESENTATION
The Media Coordinator will work with the Executive Director, the staff team and the ICAN steering group to create strategies for growing the visibility and public awareness of the campaign. The job requires the Media Coordinator to be able to communicate effectively and engage with people in a range of professional capacities, including governments, journalists, diplomats, the United Nations and related multilateral agencies and fora, current and potential funders, NGOs, eminent individuals and other partners.

REPORTING and ACCOUNTABILITY
The Media Coordinator reports to the Executive Director who is responsible for the employment of ICAN staff under the relevant Swiss and Geneva laws, terms and conditions. The Media Coordinator is also accountable to
ICAN’s International Steering Group and the Board. Any problems should be reported to the ISG Human Resources working group, and all disputes will be resolved through consultations with the person(s) or organization(s) directly involved, and the ISG.

Requirements:

- Bachelor’s Degree in Communications, Journalism, or related field.
- Minimum of 5 years relevant experience as a Press Officer or similar role.
- Demonstrable knowledge about disarmament or international negotiations at the United Nations.
- Demonstrable experience and understanding of international media outlets and approaches across a range of global news markets.
- Proven track record of delivering coverage across globally influential media.
- Great knowledge, understanding and experience of social media & knowledge of latest social media trends relevant to journalists and media networks.
- Demonstrable editorial knowledge of what makes a good international media product – such as film and photo products, op eds and press release.
- Excellent verbal, written, and interpersonal skills.
- Good time management and organizational skills.
- Proficient in Microsoft Office, content management systems, and social media platforms.

Location:

Geneva, Switzerland or remote working.