

# Job Description



Job Title:	Media Advisor (Consultant)		
Cluster:	Programmes		
Salary:	Will be based on the consultant's proposal and agreed-upon rate.	Contract Duration:	6 months
Location:	Flexible (the candidate must have the right to work in their location)		
Reports to:	Chief Officer, Evidence and Engagement		
Direct Reports:			
Job Role			
Role Overview:	<p>In line with CIVICUS’ strategic priorities for 2022-27, we are seeking a Media Advisor with exceptional outreach skills and expansive networks among journalists and global media platforms to support us in our ambition to radically strengthen public discourse on civic and democratic space.</p> <p>This role will help advance people-centred narratives focusing on the contributions of civil society for positive change by proactively engaging with trends and developments in relation to civic and democratic space.</p> <p>The Media Advisor will support the design and execution of cross-organisational priorities in relation to advocacy, communications and campaigns, as agreed by the Senior Leadership Team, while also collaborating with various CIVICUS teams and networks to improve media engagement on key areas of CIVICUS’ mandate and priority issues across the alliance.</p> <p>The role will collaborate closely with the CIVICUS communications team and will be guided by the organisational communications strategy.</p>		
Areas of Responsibilities	Key Activities		
Priority setting and integrating ways of working to enhance CIVICUS’ media footprint.	<ul style="list-style-type: none"><li>• Identify, refine or renew priorities for media and public engagement to inform organisational work plans and contribute to the achievement of CIVICUS’ strategic plan for 2022-27.</li><li>• Coordinate with relevant teams on opportunities to connect and amplify priority issues through local and global news cycles, with a special focus on the rights of traditionally marginalised groups operating in restricted civic space contexts.</li><li>• Promote and enhance institutional standards for media outreach, and coordinate with relevant teams to review initiatives and identify ways to enhance scale and impact.</li><li>• Develop key messaging, tools and templates for priority CIVICUS campaigns to enable more proactive, responsive, efficient and impactful outreach.</li><li>• Coordinate the documentation of media engagement lessons with a view to enabling their integration in planning and reporting exercises, e.g. programme proposals and annual reports.</li></ul>		
Exploring partnerships and	<ul style="list-style-type: none"><li>• Carry out outreach with a wide network of media and communications platforms to present CIVICUS’ content and spokespersons on issues of relevance.</li></ul>		

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<b>strengthening networks.</b>	<ul style="list-style-type: none"> <li>• Activate the development of strategic partnerships between CIVICUS and relevant media platforms.</li> <li>• Design alliance-wide media and public engagement plans in relation to events and initiatives that have cross-organisational relevance.</li> <li>• Support relevant teams to assess and integrate opportunities for issue-based media and public engagement at national and regional levels.</li> </ul>
<b>Supporting organisational learning and development activities.</b>	<ul style="list-style-type: none"> <li>• Enable alliance-wide learning and skill-building in relation to media outreach and public engagement.</li> <li>• Enhance capacities of CIVICUS staff and develop resources to enhance media and public engagement.</li> <li>• Track lessons and innovations available through other expert networks, and enable the organisation to continuously update its strategies and tactics.</li> </ul>
<b>Person Specification</b>	
<b>Education, Language &amp; Qualifications</b>	<ul style="list-style-type: none"> <li>• Advanced degree in journalism or media studies. In instances of exceptional experience this requirement may be waived.</li> <li>• Excellent written and verbal communication skills in English. Knowledge of additional languages is an advantage.</li> </ul>
	<ul style="list-style-type: none"> <li>• Minimum 7 years' experience in initiating, developing and implementing communications strategies and global media campaigns.</li> <li>• Thorough knowledge of the media landscape along with strong networks in the media field.</li> <li>• Strong understanding of rights-based approaches as applied by civil society.</li> <li>• Experience in the design and development of information resources relevant to media and public engagement.</li> <li>• Cultural sensitivity and understanding of gender and racial justice norms.</li> <li>• Ability to engage with diverse staff, and to promote trust, collaboration and partnership between people with diverse backgrounds.</li> <li>• Good interpersonal skills and ability to manage productive relationships with internal and external stakeholders.</li> <li>• Ability to remain solution-focused and respectful in interactions with colleagues and external stakeholders, while inspiring organisation-wide reflections and improvements in relation to media engagement and public outreach.</li> </ul>