Job description

Job title: Media Consultant	**Unit: Communication**
Reports to: Communication Manager	**Location: Bengaluru, Karnataka**

Purpose of job

To lead the media strategy and engagement for the Bengaluru Rising Campaign, strengthening Greenpeace India's visibility and influence on urban sustainability, green and blue spaces, public transport, air pollution, climate resilience, and people-centred urban development. The role will build sustained relationships with the media and generate high-quality coverage that helps shape public discourse and policy conversations.

Main duties

- Develop and deliver a proactive media strategy and workplan aligned with the objectives, milestones and priorities of the Bengaluru Rising Campaign.
- Generate sustained, high-quality media coverage across Kannada, English, regional and national media, positioning campaign spokespeople, community voices and experts as credible voices on urban issues.
- Identify emerging news opportunities, campaign moments and rapid response opportunities, and translate them into compelling media stories and interventions.
- Build and maintain strong relationships with journalists, editors, television and radio producers, digital media platforms, podcasters and independent creators.
- Lead media outreach and support for major campaign moments, including public events, creative interventions, community exhibitions, research launches, public dialogues, press conferences and mobilisations.
- Develop strong media materials, including press releases, media advisories, press packs, briefing notes, Q&A documents, opinion pieces and backgrounders, supported by relevant images, videos and quotes.
- Facilitate media engagement with campaign representatives, community leaders, researchers, urban experts and other relevant voices, including interviews, field visits, editorial meetings and briefings.
- Monitor media coverage and evolving narratives around Bengaluru's urban development, green spaces, public transport, air pollution, climate resilience and related campaign issues, identifying opportunities, risks and gaps.
- Provide regular analysis and reporting on media performance, including coverage quality, reach, message penetration, emerging opportunities and recommendations for improving campaign communications.

Decisions

The Media Consultant will be responsible for making day-to-day decisions on media outreach, story pitching, journalist engagement and media opportunities within the agreed campaign strategy and communications guidelines.

The role will assess the news value, timing, audience, risks and potential impact of media opportunities and recommend appropriate spokespeople, messages and communication approaches.

The consultant will work within Greenpeace India's communications policies, brand guidelines, safeguarding requirements, legal considerations and agreed campaign positions. Significant reputational, legal, political or strategic risks will be escalated to the line manager and relevant colleagues.

The role will have discretion to initiate appropriate media conversations, pitches and rapid response opportunities, while ensuring that public positions and campaign messages are aligned with agreed organisational and campaign strategy.

Contacts

List the **main** internal and external contacts that the job-holder has in their normal course of work and the main purpose of these contacts. *Exclude contacts with team members in their own work unit.*

Contacts: who (individuals, organisations or networks)	**Frequency**	**Purpose and type** of communication required (e.g. exchanging information, advising, persuading, negotiating)
Bengaluru and Karnataka journalists, editors and media houses Digital media platforms, podcasts and independent creators Campaign spokespeople and community leaders Internal digital, campaign, project team	Regular	Pitching stories, building relationships, providing information, arranging interviews and securing coverage Preparing for interviews, coordinating media engagement and developing compelling stories Coordination, message alignment, approvals, campaign planning and media debriefs

Resources

People: No formal line management responsibility. The role may coordinate and support campaign spokespeople, community representatives, experts, partners and other contributors for media engagement and campaign activities.

Financial resources: Responsible for working within approved media and communications budgets and identifying media-related requirements for campaign activities. Any expenditure will follow Greenpeace India's financial and procurement procedures.

Physical and virtual resources: Responsible for maintaining and effectively using the campaign media database, media monitoring information, press materials, contact lists and relevant digital communication resources.

Applied knowledge and skill

- Minimum 2 to 4 years of relevant experience in media relations, journalism, strategic communications or a related field.
- Strong understanding of the Bengaluru, Karnataka and Indian media landscape, including Kannada and English language media.
- Established relationships with relevant journalists, editors, producers and media platforms in Bengaluru and Karnataka, with the ability to develop national media relationships.
- Demonstrated experience in generating quality media coverage and developing strong story angles from campaign, research, policy or community issues.
- Strong experience in media pitching, journalist engagement, interview coordination, media briefings and editorial engagement.
- Excellent English writing and editing skills, including the ability to produce press releases, opinion articles, briefings, Q&As and other media materials.
- Kannada language skills will be an advantage, particularly for engaging with Kannada media and local communities.
- Understanding of urban development, public transport, environmental issues, climate change, air pollution or related public policy issues will be an advantage.
- Ability to work effectively under tight deadlines and respond quickly to breaking news and emerging media opportunities.
- Ability to translate complex campaign, research and policy issues into clear, accessible and compelling media narratives.
- Experience working with community voices, civil society organisations, experts, artists or campaigners will be an advantage.

Organisation Skills

Planning and organising: Ability to develop and manage media workplan aligned with campaign milestones, while balancing planned media activity with emerging opportunities and rapid response requirements. The role requires effective planning of media briefings, interviews, editorial meetings, field visits and media support for major campaign activities.

Analysis: Ability to assess news value, media trends, public narratives and campaign positioning. The role will analyse media coverage to understand reach, quality, message penetration, gaps, opportunities and risks, and use this analysis to improve future media engagement.

Innovation and initiative: Expected to proactively identify new media opportunities and develop creative story angles beyond conventional press outreach. The role should identify opportunities to bring community stories, research, cultural interventions, creative actions and campaign moments into wider public conversations, while experimenting with relevant digital, regional and independent media formats.

Work environment

The role will involve a combination of office-based work, field engagement and external media meetings. The consultant may be required to work outside standard office hours when supporting major campaign events, media opportunities, breaking news or time-sensitive communications.

The role may involve attending public events, creative interventions, community activities and field visits in Bengaluru and, where required, elsewhere in Karnataka.

The consultant will need to work effectively in fast-moving situations and manage competing media deadlines, including periods requiring rapid response to emerging political, policy or public issues.

Other essential requirements

- Willingness and ability to travel within Bengaluru and outstation as required for campaign and media activities.
- Flexibility to respond to time-sensitive media opportunities and major campaign moments.
- Ability to work respectfully and effectively with community members, campaign partners, journalists, experts and public-facing spokespeople.
- Strong attention to accuracy, confidentiality and reputational considerations when handling sensitive campaign and media information.
- Commitment to Greenpeace India's values and principles, including environmental justice, people-centred campaigning and responsible public communication.

*Note: all responses should **exclude** participation in any voluntary actions or activities that are not formally part of the job.*