



Greenpeace South Asia

Job Description

Job title: Media Officer	Department: Campaigns
Reports to: Deputy Program Director (Campaigns)	Location: Colombo- Sri Lanka
Purpose of role	
Safeguarding of the environment is one of the most important issues of our society. Climate change is affecting our lives like never before - damaging the air we breathe, polluting the water we drink, increasing our vulnerability towards extreme weather, destroying economies, wiping out communities, endangering critical species and threatening our very existence. As much as an individual, organisation or government can be influential, this issue cannot be addressed in silos. It has to be a global movement that will prompt behavioural changes in communities that will help slowdown and stop the deterioration. Communication and engagement with our stakeholders is an important aspect of this mindset shift. With the power of information and storytelling at the core of climate change campaigning, news media(both legacy and new) are a crucial ally. The Media Officer should be able to create engaging, consistent, creative, strategic and compelling media opportunities for Greenpeace South Asia and its campaigns. The ideal candidate should be proactive in building long-term relationships with journalists and media houses, keep track of external developments and be able to identify opportunities and respond in a manner most beneficial to the organisation and its campaigns. The Media Officer should be able to draft press releases, advisory statements, background briefings, reports, Q&A sheets and press packs. The ideal candidate should also be hands-on in organising press conferences, coordinating with media for photo-ops, media roundtables etc.	
Key Responsibilities:	
• Independently implement assigned components of the overall media plan/strategy • Work proactively to engage with media outlets - in print, digital, television and radio - to communicate Greenpeace's campaign messages to external audiences. Collect and analyse feedback from journalists in order to make Greenpeace South Asia's story pitches more relevant to the media. • Sound knowledge of current affairs in order to be able to anticipate important external developments • Build and maintain a sound general knowledge of all Greenpeace campaigns and issues, to respond to media inquiries • Build good professional network and working relationship with journalists	



Greenpeace South Asia

- Monitor and respond to external media activities/enquiries which are related to Greenpeace and its campaigns
- Write press releases and information for the media
- Prepare Q&A sheets and press packs
- Organise press conferences, coordinate with media for photo-ops and Op-Eds
- Produce regular internal reports, evaluating media coverage of Greenpeace communications
- Maintain a data-base of Greenpeace South Asia activities as reported in mass-media (newspapers, magazines, radio, TV)
- Uphold the value and principles of Greenpeace in content and copy
- Reach out to identified key social and political influencers and build strong relationships to secure their support for the campaign's objectives.
- Undertake any other activities as directed by the manager

Decisions

- Campaign Strategies: Conceptualize and execute a media strategy based on campaign objectives, narratives and project discussions.
- Responsive work
- Action Implementation: Execute strategies in a planned manner and analyse outcome

Guidelines/procedures:

- A. All external communications must pass through the Communications Manager
- B. Approval from the line manager necessary for travel
- C. Approval from the line manager/budget-holder required for financial transactions relating to any organisational work

Risks/Impact of decisions:

- Credibility- Greenpeace is perceived by what is presented in the media, hence a mistake may damage credibility
- Legal hassles- External communications should be supported with evidence, there is always a risk of legal implications
- Political risk- Since we run more than one campaign simultaneously, there is always the risk of losing political allies.

Contacts

Internal:

- Communications department staff, Campaign Department staff



Greenpeace South Asia

- Admin Department (logistics)
- Accounts Department (settlements)
- Actions Dept (project coordination)
- Greenpeace International Media Units
- Fundraising team

External:

- Correspondents and Journalist
- Photographers
- Videographers
- PR Agencies
- Allies

Resources

- Laptop & needed software applications

Qualifications and Experience:

Knowledge:

- Sound understanding of media ecosystem and a strong news sense
- Fluency in written and spoken English, knowledge of Sinhala, Tamil and a regional language will be preferred

Skills & Experience:

- 3-5 years experience in the Journalism/Communications
- Ability to write concise, attention grabbing and hard-hitting copies that puts the message across in a simple yet effective manner
- Proactive and ability to work under pressure and deliver within tight deadlines
- Flexibility around working hours and occasional travel
- A good network of contacts in media, particularly news media

Organisational Skills

- Communication and public engagement
- Project and program management
- Leadership and people management
- Critical thinking
- Rapid response and crisis management



Greenpeace South Asia

- Campaigning & Advocacy Knowledge
- Policy & Political Awareness
- Organizational & Sector Knowledge
- Environmental Science and Policy

Competencies:

- Journalism, Communications, Environmental Studies, Public Policy, Political Science, Social Work