

How to Apply for this Job

Background on Tearfund

Tearfund is a Christian international relief and development agency working globally to end poverty and injustice, and to restore dignity and hope in some of the world's poorest communities.

We have a vision to see 50 million people released from material and spiritual poverty through a worldwide network of 100,000 local churches. We operate in more than fifty countries around the world. We deliver our strategy by:

- Envisioning churches to embrace their calling to address poverty and injustice
- Developing communities and building resilience, sustainably and holistically
- Changing unjust policies and practices to deliver justice for poor communities
- Enabling communities affected by disaster and conflict to recover quickly and be better equipped to face future hazards.

We are committed to developing experts who are inspired, resourceful, courageous, compassionate and equipped. If you are interested in working with us, take time to look around our website and discover more about our unique organisation.

Tearfund's Application Process

If you would like to apply for a job, please visit our website at www.tearfund.org/en/get_involved/jobs/. From there you can [search for vacancies](#), choose the relevant area of work (e.g. Disaster Management / HR, Finance & IT) and then find the vacancy that interests you.

All applications need to be completed online using our online registration form. As you progress through your application, please ensure that you save each section.

If after reading through this Job Profile, you have any questions or want to find out more about our recruitment process, please do not hesitate to contact recruitment@tearfund.org.

In this Job Profile pack we've included a full Job Description as well as a Person Specification. Please ensure that your application clearly shows how your skills and experience meet the requirements for this post.

Job Profile

JOB TITLE	Senior Media Officer - Campaigns
GROUP	Global Programmes
TEAM	Media
LOCATION	Teddington
RESPONSIBLE TO	Head of Media

PART 1 – JOB DESCRIPTION

1. PURPOSE OF THE TEAM

To raise Tearfund's profile, creating understanding and goodwill among its audiences by presenting Tearfund's key messages in specialist and mainstream print, broadcast, online and digital media.

2. MAIN PURPOSE OF THE JOB

To contribute to Tearfund's mission for global justice by achieving a high quality and quantity of media coverage and public awareness for our advocacy and campaigning priorities. The core of our advocacy and campaigning work is set out in our report, [The Restorative Economy](#) and one particular focus is climate change.

3. GENERIC PURPOSE OF THE ROLE

- Shares in responsibility for the overall team task and be responsible for carrying out work packages
- Liaises with internal colleagues and external contacts
- Takes responsibility for reviewing own personal development and overall team tasks

4. PARTICIPATION IN THE SPIRITUAL LIFE OF TEARFUND

- To attend corporate weekly Staff Prayers on Wednesdays, to hear of Tearfund's work and to spend time in prayer and worship together.
- To lead or participate in spiritual sessions of prayer and biblical reflection within the Team / Group
- To be committed to Tearfund's Missions, Values and Beliefs statement.
- To be committed to actively working and living in accordance with Tearfund's Christian beliefs.
- Responsible for maintaining your own spiritual development.

5. POSITION IN ORGANISATION

The job is within the Media Team, which is part of the Global Programmes Group. The Senior Media Officer is one of two senior media officers who are line-managed by the Head of Media and may be asked to line manage media officers. Close collaboration with the Advocacy and Campaigns team is required.

6. SCOPE OF JOB

Major elements of the job include:

1. Advising on communications to support our campaigning and advocacy work.
2. Devising and executing media relations and PR campaigns.
3. Developing and sharing expertise in digital PR strategies and tactics

4. Proactively seeking coverage in mainstream and Christian media and in digital channels
5. Writing and placing news items, blogs and features to tight deadlines, both for Christian and mainstream media.
6. Communicating Tearfund key messages through media and PR channels, through both old and new media.

7. DUTIES AND KEY RESPONSIBILITIES

Advising on media strategies

- Acquiring and maintaining an expertise on our advocacy and campaigning issues, particularly in the popular expression of them and the way the media covers them.
- Advising the teams working on Tearfund's influence and engagement strategies on how to achieve and maximise the value of media coverage.
- Participating in strategic conversations with the relevant teams.
- Maintaining an expert awareness of how relevant issues are covered in various media and who the key players are.
- Playing a role under the direction of the Head of Media in issues and crisis management.

Delivering media relations campaigns and activity

- Planning of media relations campaigns primarily for Tearfund's influencing and engagement strategy including print, broadcast and digital.
- Developing Tearfund's presence in online media and build relationships with key bloggers and online communities.
- Identifying creative opportunities to promote Tearfund key messages, campaigns and products through media and PR channels, including digital channels
- Developing personal contacts with journalists in both mainstream and Christian media and in digital channels and briefing them on our issues.
- Ensuring that our media contributions are accurate and correctly reflect our messaging - gaining appropriate sign-off in all cases.
- Enabling Tearfund to respond quickly to breaking news stories with Tearfund comment.
- Working as part of the team to respond quickly to breaking stories on all subjects - including disasters and emergencies.
- Being available out-of-hours on a rota basis to take media calls.
- On occasions traveling abroad with journalists to showcase Tearfund's work around the world.
- Monitoring daily with colleagues the national print, online and broadcast media.

Expertise and writing

- From a position of expertise, writing blogs, articles, letters, opinion pieces in collaboration with relevant Tearfund colleagues both in your own name and ghosted for other staff.
- Commissioning and sub-editing written material from colleagues.

Preparing our spokespeople

- Preparing bespoke briefing for Tearfund spokespeople including messaging frameworks and Q&As.
- Briefing, training and accompanying Tearfund spokespeople to broadcast studios and interview opportunities

Supporting the media team

- Playing your part in delivering the media team strategy
- Advising and supporting colleagues as necessary, including acting up for the Head of Media when she is away (alternates with the other senior media officer)
- Maintaining correct processes and documentation to support the smooth running of the media team.

PART 2 – PERSON SPECIFICATION

JOB TITLE: Senior Media Officer - Campaigns

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<ul style="list-style-type: none"> Degree -level qualification or equivalent level of knowledge 	<ul style="list-style-type: none"> Journalistic/ PR qualification Membership of professional body
EXPERIENCE	<ul style="list-style-type: none"> Experience in journalism, PR or press office Experience of advising colleagues on strategic media or communications plans and activity. Proven ability of working closely with and advising director-level staff Experience of writing for media or public Experience of working on digital media projects Experience of working to tight deadlines Experience of communications to support campaigning and advocacy. 	<ul style="list-style-type: none"> Press/PR experience at a national level Media relations experience in relief and development sector Understanding of our key issues: just and fair economy and climate change.
SKILLS/ ABILITIES	<ul style="list-style-type: none"> Excellent writing skills including news, blogs, features, letters and opinion pieces. Interviewing skills The ability to quickly assimilate information and present it in a compelling way. The ability to work alongside colleagues from different teams to prepare accurate but compelling information for the media. The ability to train and prepare spokespeople for interviews A keen sense of balancing reputational opportunities and risks. Time management skills Ability to work to tight deadlines Ability to work with people at all levels Ability to work under pressure Commitment to accuracy 	<ul style="list-style-type: none"> Multimedia experience Broadcast and spokesperson experience
PERSONAL QUALITIES	<ul style="list-style-type: none"> Excellent communicator Personal initiative Well organised & flexible Team worker Commitment to finish the job Tenacity Tactful, diplomatic and supportive to colleagues Committed Christian Willingness to travel 	

**TEARFUND
INFORMATION FOR APPLICANTS**

JOB TITLE: Senior Media Officer – Campaigns

OFFICE HOURS:

Monday to Friday 9.00am - 5.00pm with one hour for lunch.
35 hour working week

ANNUAL LEAVE - FULL YEAR:

25 days pro-rata
+ statutory bank hols
+ additional days at Christmas

SICK LEAVE SCHEME:

Based on length of service

NON-CONTRIBUTORY PENSION SCHEME:

Tearfund will contribute 10% of your salary to your pension. All staff are contractually enrolled onto the Tearfund group pension scheme

NEW STAFF SERVICE:

6 months probationary period with a 3 month review

Grade: 3

SALARY: £41,706 per annum