



Candidate Brief

Media Officer

August 2024



Credit: Sadaam Mohamed

School in Southern Somalia

Hamdi is one of the recipients of CARE's scholarship. 612 children go to this school. The scholarship goes to girls and supports the family with school uniform and material. "I want to go to university and become the minister of education in order to give other girls the opportunity to learn", Hamdi says.

Background Information

CARE International – a global organisation fighting global poverty

CARE International operates in more than 104 countries around the world. We run poverty-fighting programmes and deliver life-saving aid in 90 developing countries. This work is supported by global policy and advocacy work, fundraising, and programme management provided by CARE offices in countries like the USA and the UK.

CARE International UK

CARE International UK was founded in 1985 and we are one of 14 full members of the global CARE International federation. We employ 120 staff and generate around £70 million a year for CARE's poverty-fighting work.

As well as supporting CARE's [humanitarian](#) and [development work](#) around the world, CARE International UK provides specific expertise in the areas of [women's economic empowerment](#), inclusive [governance](#), humanitarian response (particularly [shelter](#), and gender in emergencies), and [engaging with the private sector](#). We also play a key role in CARE's work engaging with and influencing [policy-makers and decision-makers](#) to tackle the structural causes of poverty and social injustice.

CARE's programmes are implemented through [CARE country offices](#) which are supported with technical assistance and programme management by CARE members (including CARE International UK). We work in partnership with local organisations to deliver many of our programmes.

CARE is non-religious and non-political, allowing us to deliver humanitarian and development assistance to anyone in need regardless of race, gender, ethnicity, age, religion, political view or sexual orientation.

You can find out more about our current strategy [here](#)



The Application and Recruitment Process

1. Guidance on Completing the Application Form

Please complete the online application form clearly and in full, demonstrating how your skills, knowledge and experience relate to the Job Description and Competencies required for the role. When completing the personal statement, please address the relevant criteria in the Person Specification and provide evidence to support your answers. We're interested in what you did and the outcome. You may wish to include experience, skills and knowledge you acquired inside and outside of formal employment including through education, volunteering and life experience.

We can only shortlist candidates based on information provided in the application form. A personal statement tailored to the specific requirements of the role is an integral part of this information. Please do not attach a CV as this will not be considered.

2. Guaranteed Interview Scheme and Reasonable Adjustments

As part of CARE International UK's commitment to being a disability confident employer (level 2) we use the Guaranteed Interview Scheme. The Scheme guarantees that all disabled applicants who meet the essential criteria for the role are invited to interview. If you wish to be considered under the Guaranteed Interview Scheme, please complete the relevant section in the online application form.

To ensure our recruitment processes are fair and inclusive reasonable adjustments can be accessed at any stage. If you require adjustments at the application stage, including a copy of the recruitment pack in large print or an alternative format please contact hrteam@careinternational.org. We proactively ask all applicants invited to interview if any adjustments to facilitate their attendance and participation.

3. Referees

Please provide details of at least two referees, covering a minimum of 5 years; one must be your current or most recent employer. Voluntary placement or educational referees are suitable in the absence of employment references or gaps in employment history.

References will only be taken up as part of pre-employment checks if you are offered the role.

4. Equalities Monitoring

CARE International UK is committed to building and valuing diverse teams and aims to provide an inclusive working environment that is free from unfair and unlawful discrimination. As part of this process, we monitor recruitment to help us understand who we are reaching, reduce inequalities and continually inform our policies and practices. Providing your equalities monitoring information is voluntary but we do encourage you to do it. The information you provide will be used for statistical purposes only, it is confidential and will not be shared with the selection panel.

5. Shortlisting

After the closing date, all applications will be reviewed by a shortlisting panel to determine how each candidate's skills, knowledge and experience relates to the Competencies required for the post (as outlined in the Job Description and Person Specification). Candidates who demonstrate in their application that they meet the job criteria will be invited for interview. Only information included in the application form will be considered when shortlisting.

6. Interviews

As part of the selection process you will be asked to complete an exercise after the interview. You will meet with a panel of three people who will ask you questions relevant to the role. This is your opportunity to expand on your application and demonstrate how you have the skills, knowledge and experience required for the role. At the end of the interview you will have the opportunity to ask the

panel any questions you have about CARE International UK, the role and/or the terms and conditions of service.

As part of our recruitment policy, CARE International UK, will share some of the interview questions with you, no earlier than an hour before your interview is due.

7. Feedback

Unfortunately, resource constraints mean we cannot contact all candidates at the application stage. If you do not hear from us within 2 weeks of the closing date of the role, please assume on this occasion you have not been successful. We cannot provide feedback either on your application at this stage. Thank you for your interest in working with CARE International UK, we encourage you to keep an eye on our website for future vacancies.

Candidates who are shortlisted for interview but not appointed will be informed of the outcome of their interview in writing. If requested, feedback will be provided.

Job Description

1. Overview

Post Title:	Media Officer
Directorate:	Fundraising and Communications
Team:	Communications and Brand
Responsible to:	Senior Media Manager
Accountable to:	Director of Fundraising and Communications
Base Location:	Vauxhall, London (hybrid)
Working hours:	35 hours per week
Contract Type:	Permanent

Job Summary

We're looking for a Media Officer who can help us amplify the voices of women leading the fight against poverty and spread CARE's expert opinions on key humanitarian issues.

You'll work alongside our Senior Media Manager to secure high-quality coverage in national and regional print, broadcast, and online media. You'll support our expert spokespeople, from our CEO in the UK, to women leaders in the Global South. You'll play a key role in fundraising for our projects across the world and help us to influence decision makers.

The Media Officer will join the organisation at an exciting time when developing good communications is at the heart of our strategy. The Communications and Brand Team work collaboratively alongside the Advocacy and Programmes teams towards ambitious aims, in a friendly and supportive environment.

By joining our team, you'll stand with women who are transforming their families, communities, and the planet and help CARE to deliver long term solutions – from food to housing to healthcare. Are you ready to be part of an organisation working in 100 countries and changing millions of lives?

2. Specific Areas of Responsibility

- Work with the Senior Media Manager to execute CARE's media strategy.
- Build strong relationships with key journalists and media, responding to reactive press queries and opportunities and pitching proactive media stories and initiatives.
- Be on top of the news agenda in the UK to react quickly to opportunities, including drafting social media copy and for the web.
- Proactively build relationships with key internal colleagues within CARE UK's programmes teams and country offices, to enhance opportunities to identify news stories and features ideas.
- Work with the Communications and Brand Team, other CARE members, Programmes teams and Country Offices to source compelling case studies and content for digital campaigns.
- Research, write, proofread and edit media content including blogs for the CARE UK website.
- Where necessary, brief spokespeople ahead of broadcast and print interviews.

- Assist the Senior Media Manager in monitoring media successes.
- Ensure all media material is targeted at CARE UK's priority audiences, delivers agreed key messages, especially those related to women and girls, and is on brand.
- Participate in an out-of-hours rota during weekends and emergency appeals.

Special features

1. Where appropriate this post may be seconded to the Disasters Emergency Committee (DEC) during an emergency joint appeal.
2. Any additional duties as may be reasonably required within the scope of the above.
3. This document forms part of the post holder's contractual terms and conditions of employment.
4. The document is not an exhaustive list of core elements of the role. This job description is a working document and may be amended from time to time by mutual agreement.

Data Protection

The post holder hereby agrees not to disclose any confidential or sensitive information to a third party or outside organisation except where required to do so by law.

Health and Safety

The post holder agrees to abide by CARE International UK's Health and Safety principles and code of conduct and to take all reasonable steps to ensure both their own safety in the workplace or/and at home (when home based); as well as that of their colleagues.

Diversity and Inclusion Statement

CARE is committed to creating a diverse, inclusive, respectful, and safe work environment where all persons are treated fairly, with dignity and respect. We are committed to dismantling harmful and oppressive structures of power and accordingly centre gender equity in our work to save lives, fight poverty and achieve social justice. The post holder agrees to promote and uphold these principles.

CARE International UK operates fair, transparent and non-discriminatory recruitment practices and actively encourages applications from candidates from a variety of backgrounds, and with a range of skills and experiences. We are particularly interested to hear from candidates from Black and minoritised communities, LGBT+ candidates and disabled candidates.

CARE International UK is a **disability confident** employer. As part of our commitment to disability inclusion we guarantee interviews to disabled candidates who meet the essential criteria for the role. To be considered under the Guaranteed Interview Scheme please complete the relevant section in the online application form. If at any stage of the recruitment process you require reasonable adjustments, including a copy of the recruitment pack in large print or an alternative format, please contact hrteam@careinternational.org.

Safeguarding

CARE International UK has a zero-tolerance approach to any harm to, or exploitation of, a vulnerable adult or a child by any of our staff, representatives or partners. Recruitment to all jobs in CARE International UK includes, in particular, **criminal record checks** and the collection of relevant references. Safeguarding our beneficiaries is our top priority in everything we do.

3. Person Specification

The below competencies will be assessed at the indicated stage of the recruitment process: Application = A, Interview = I, Test = T, Presentation = P

When completing your personal statement please demonstrate how you meet the competencies assessed at application stage (A).

		** A, I, P, T
Skills/Abilities	Knowledge of media relations in the UK.	A, I
	Ability to build effective relationships and liaise with external contacts, including editors and journalists.	A, I, P
	Ability to develop key messaging and briefing documents to support senior leadership and global spokespeople.	A, I, P, T
	Excellent writing skills for all forms of public communications including press releases, organisational statements, opinion pieces, quotations and for social media/web.	A, I, P, T
	Ability to understand complex information quickly and simplify for media and other external audiences.	A, I, P
	Strong verbal communication skills, including outstanding listening and interpersonal skills.	A, I
	Proven ability to work in collaboration with others to deliver successful tasks, projects and campaigns.	A, I
	Energetic, proactive and able to manage a high and varied workload, sometimes out-of-hours.	A, I
Experience/ Knowledge/ Understanding	Experience of handling media enquiries, successfully pitching news and feature ideas and delivering media coverage.	A, I
	Experience of media monitoring	A, I
	An understanding of the issues that CARE works with.	A, I
	A track record of and a commitment to tackling discrimination and structural inequality OR an understanding of and commitment to tackling discrimination and structural inequality.	A, I
	A commitment to the mission and values of CARE International including gender and racial justice.	A, I

Terms and Conditions

Salary:	£41,900 per annum
Working hours:	35 hours per week
Location:	CIUK operates a hybrid working model. You are required to split your working time between your home and the CIUK office, based in Vauxhall (The Foundry, 17 Oval Way, SE11 5RR) or such other place as CIUK may reasonably determine from time to time.
Contract:	Permanent
Annual leave:	25 days per annum increasing by 1 day each year to a maximum of 30 days per annum (reviewable each July). Discretionary additional 3 days corporate leave provided in December.
Pension scheme:	3% employee contributions and 5% employer contributions via salary sacrifice

To see the full range of benefits offered upon joining CARE International UK, please click [here](#).

Other Information

In line with legal requirements and the nature of CARE International UK's work, this post is subject to:

- i. **Receipt of satisfactory written references**, covering a minimum of 5 years employment (without gaps), one of which must be from the current or most recent employer. Voluntary placement or educational referees are suitable in the absence of employment references or gaps in employment history. The reference request will specifically ask the referee about any safeguarding, performance or misconduct concerns. Note that CARE International UK participates in the **Inter Agency Misconduct Disclosure Scheme** (*** more details below**). References will be requested in accordance with that scheme.
- i. DBS check (Basic)
- ii. Bridger check (**** more details below**)
- iii. Evidence of the eligibility to work in the UK.

** In line with the **Inter Agency Misconduct Disclosure Scheme**, we will request information from your previous employers about any findings of sexual exploitation, sexual abuse and/or sexual harassment during employment, or incidents under investigation when the you left employment. Full details of the scheme on <https://www.schr.info/the-misconduct-disclosure-scheme-old>*

*** A **Bridger Check** gives access to global sanctions and enforcement lists, Politically Exposed Persons coverage, profiled adverse media, and financial intelligence around Money Laundering/ Fraud Prevention. For more information on this check please review <https://risk.lexisnexis.com/products/bridger-insight-xg>*

For further information please visit
www.careinternational.org.uk
Twitter: @careintuk