

Job Profile

Job Title	Media and Public Relations Officer
Line Manager	Head of Communications and Giving
Overview Manager	Managing Director
Staff reporting directly to this position:	None
Work base	London, hybrid
Travel Requirements	Occasional trips to Afghanistan
Contract length	Full time, 12 months
Anticipated Starting Date	5th August 2024
Salary range	£30,000-33,500

The Organisation

Afghanaid is a British humanitarian and development organisation operating in Afghanistan. For close to forty years we have worked with millions of deprived, excluded and vulnerable families in some of the poorest and most remote communities in Afghanistan. We build basic services, improve livelihoods, strengthen the rights of women and children, help communities protect against natural disasters and adapt to climate change, and respond to humanitarian emergencies.

Our community-led approach ensures Afghans shape their own development, making them active participants in shaping the future of their country. With our years of experience, our majority Afghan team, and our deep understanding of local, cultural and ethnic issues, we have earned great trust and respect among the communities we work alongside. This has allowed us to gain access to some of the most underserved areas of the country.

Job profile

Reporting to the UK Head of Communications and Giving (HC&G), you will be at the forefront of demonstrating to the public how Afghanaid is changing lives in Afghanistan, and raise awareness of key issues communities we work with are facing. You will lead the development and delivery of the organisation's media and PR strategy, building out Afghanaid's capacity to pitch stories, field opportunities, cultivate a strong network of journalists and high profile supporters, and ultimately secure coverage and opportunities that drive the success of the organisation's campaigns and heighten Afghanaid's credibility and profile.

Responsibilities:

Media and Public Relations

- Design and action an annual Media and PR strategy based on wider team and organisational goals;
- Conceptualise and deliver strategic earned media campaigns, supporting the HC&G to execute and maximise the success of multi-channel campaign development and execution;

- Proactively identify, pitch and advocate for compelling stories, strategically engaging with journalists to expand message reach and ensure brand integrity;
- Field inbound media inquiries, liaising with journalists and colleagues to maximise opportunities;
- Craft and distribute timely press releases, comments, and statements;
- Work with colleagues to cultivate a strong spokesperson team, with a particular focus on developing Afghanaid's thought leadership;
- Support spokesperson briefing, developing talking points, interview briefs, Q&A materials and drafting speeches;
- Compile up-to-date and detailed media lists, cultivating warm media contacts through high quality stewardship;
- Monitor media coverage on Afghanistan and Afghanaid, including articles, live news, and social media activity to keep abreast of unfolding stories, identifying trends, cultural moments and other opportunities relevant to Afghanaid and devising ways to get involved;
- Generate content for various owned communication channels including the website, newsletters, and social media platforms, keeping the Media hub on the website up to date with the latest news, coverage, and journalist information, and making suggestions for refinement.
- Work with Communications Officer to maintain and execute a coordinated communications calendar, ensuring day-to-day team activities via earned, paid and digital communications streams are synchronised and symbiotic;
- Identify a wide range opportunities for positive exposure of Afghanaid that may inspire new support;
- Work with HC&G to support relationship management of external agencies and consultants, identifying and responding to opportunities to utilise pro-bono support from such businesses;
- Collect and analyse data and produce reports and presentations on key media and PR performance indicators to assess the effectiveness and reach of our communications activities and make recommendations for improvement;
- Identify and pursue opportunities to utilise high profile and celebrity support. Work collaboratively with other members of the Communications and Giving team to engage these contacts in media campaigns, appeals, digital communications and events, and where possible and appropriate cultivate Ambassador-style partnerships;
- Attend relevant events, external fora and working group meetings and identify opportunities for involvement with advocacy initiatives, particularly those within the climate space, that benefits Afghanaid's goals and reputation;
- Any other tasks as assigned by the line manager, MD and/or Directorate.

PERSON SPECIFICATION

Education & Professional Qualification

- A bachelor's degree in a relevant discipline or equivalent work experience;

Work Experience

At least 3 years' demonstrable experience in Media, Public Relations or Communications.

Professional Skills, Competencies, Values and Attitudes

Afghanaid is seeking an enthusiastic self-starter who is passionate about mobilising support for Afghanaid's work and challenging accepted narratives about Afghanistan. The ideal candidate will have a strong eye for engaging stories, a talent for building strong relationships with the media and/or other strategic communications outlets, and experience in generating momentum behind a cause. They will showcase a strong desire to work successfully with colleagues to grow and take real ownership of a fast growing function within a reputable organisation. Specifically, the holder of this position should also demonstrate the following:

Essential:

- A strong understanding of the UK's media environment and knowledge of how to engage journalists across broadcast, print and digital media outlets across the media landscape;
- Existing network of warm journalist contacts;
- Knowledge of how to plan and execute media campaigns, end-to-end;
- Experience in building awareness of an organisation's profile, positioning and core messaging via earned media that supports income generation;
- Experience and demonstrable success in building and maintaining excellent relationships with a wide range of stakeholders, particularly in generating sustained engagement from high profile supporters;
- Experience communicating about crisis contexts or sensitive issues, with the proven ability to produce and advocate for sensitive, ethical and nuanced communications and storytelling;
- A self-starter, able to work independently, identify and make the most of emerging opportunities, manage varied workloads and work to deadlines. A desire to grow and take real ownership of a fast growing function;
- Passion for demonstrating the value of media and PR to internal stakeholders and for building trust amongst spokespeople;
- Passion for keeping abreast of sectoral trends and organisational learnings, using insights to inform and improve media strategy;
- Excellent writing skills and attention to detail, with the drive and personal integrity to produce high-quality and accurate work;
- Excellent IT skills, particularly in using Microsoft Office and Canva;
- An outgoing, adaptive and resilient personality, enthusiastic about working successfully within a tight-knit environment;
- Sensitivity to Islamic culture and respect of Afghan customs and traditions;
- Experience and/or willingness to occasionally work outside normal office hours to attend events, respond to enquiries and opportunities, and occasionally deal with unfolding crises (which will be eligible for time off in lieu);
- The right to work in the UK.

Desirable:

- Thorough understanding of the current and historical context in Afghanistan and the wider region, as well as experience in a humanitarian/development organisation specifically;
- Experience running media and/or advocacy campaigns about climate change;
- Experience collaborating with other organisations to draft advocacy messaging;
- Experience in using media monitoring tools;
- Experience drawing up annual or multi-year strategies for media functions;
- Ability to speak Dari and/or Pashto.

Other Information

Afghanaid's core values are creativity, fairness and honesty. Our staff are passionate about and proud to work at Afghanaid. Teamwork is fundamental to our standards and demonstrated by taking initiative, assisting others and taking on additional responsibilities and tasks if necessary. We are results driven, committed and motivated to achieve targets and take accountability for our own actions.

Afghanaid is an equal opportunities employer and encourages applications from under-represented and intersectional groups.

To Apply

Please email a cover letter (no more than two A4 pages) and CV (no more than two A4 pages) to **info@afghanaid.org.uk** by **3rd July 2024**, including your name and the job title in the subject line. The precision and style with which you present yourself in your cover letter and CV will be given significant weight in shortlisting candidates. Applications with no proper subject (as indicated above), or submitted after the deadline will not be considered. Due to the high volume of applications we receive, we are unable to respond to every application. If you have not heard from us within 2 weeks of the deadline, then you have not been successful for shortlisting.

Note: *This job description does not form part of the contract of employment and is subject to change in accordance with the needs of the organisation. The post-holder will work at all times in a way which is consistent with the organisation's commitment to equality of opportunity.*