



**Creating opportunities for the world's poor**



**Media Engagement Lead**

**May 2024**

# BRAC

BRAC is a southern development organisation founded in Bangladesh in 1972 that partners with over 100 million people living with inequality and poverty to create opportunities to realise human potential. BRAC is known for its community-led, holistic approach and delivering long-term impact at scale. BRAC works with communities in marginalised situations, hard-to-reach areas and post-disaster settings across Asia and Africa, with a particular focus on women and children. BRAC operates as a solutions ecosystem, including social development programmes, social enterprises, humanitarian response, a bank and a university.

## BRAC office in Europe

BRAC office in Europe was founded in 2006 and is one of the four members of the BRAC Global Group – also including BRAC Bangladesh, BRAC International and BRAC USA. It is a very exciting time of transition for BRAC, with a new, ambitious global strategy in place which aims to reach over 250 million people by 2030.

BRAC office in Europe provides vital support for BRAC's development work around the world through fundraising and communications, building impactful, long-term relationships with partners, whether they be foundations, companies, Governments or major donors. BRAC office in Europe also plays a key role in engaging with and influencing policymakers and practitioners to tackle extreme poverty across Europe.

To achieve its ambitious goal, BRAC is seeking partnerships with like minded organisations and allies across Europe. It has an ambitious target to grow its funding from the European market to GBP 100 million over the next 24 months. To achieve its ambition BRAC is building a specialised team of partnerships specialist to be based across key European markets i.e. Norway, Sweden, Denmark, Germany, UK and Switzerland.

## Job Description

<b>Job Title:</b>	Media Engagement Lead
<b>Reports to:</b>	Director of Communications and External Engagement
<b>Location:</b>	London or Brussels
<b>Salary:</b>	(G3) GBP45,000 gross pa
<b>Term:</b>	Full time staff contract - permanent
<b>Key relationships:</b>	<b>Internally</b> – Communications and Advocacy team, Executive Director (Europe), Partnerships Team, Finance Team, BRAC International, Ultra Poor Graduation Initiative, BRAC Bangladesh, BRAC Global <b>Externally</b> – Media, Civil Society, Think Tanks, Universities

## About the Role

At 50, BRAC is more determined than ever to create opportunities to realise human potential. In order to do this, BRAC is looking to raise awareness of its work and values amongst key stakeholders in strategic markets across Europe. Engaging regularly and effectively with the media in Europe is therefore vital.

The Media Engagement Lead will play a leading role in designing and delivering BRAC's media engagement plans across Europe. This is a pivotal time for BRAC as we begin to invest in relationship development for influence and partnerships across Europe, and this is a vital role in determining the success of this new chapter. The role will be based in London, a Global Media Hub, but will be tasked with supporting media engagement with publications across Europe, particularly in Germany and Scandinavia. The Lead will be the focal point for BRAC's media engagement across Europe and contribute significantly to both securing new media relationships and making the most of existing ones. This role, offers the opportunity to create real change, leveraging the half-century legacy of BRAC – as a world-leading, Southern-led INGO – to develop a strategic media approach towards major European actors and share BRAC's story with our target audiences through the media.

## Key Responsibilities

### **Build and manage relationships with the media (c.30%):**

Working with the Director of Communications and External Engagement, consultants as well as colleagues in Bangladesh and BRAC International, develop key relationships to engage with national and trade media across Europe, including editors, journalists, producers and researchers, to maximise media coverage.

### **Plan and deliver media engagement activities (c.30%):**

Plan and deliver proactive and reactive news and media relations activities, highlighting BRAC programmes, services and policy priorities. This may include supporting advocacy colleagues by co-ordinating media activities with politician's offices.

### **Prepare Spokespersons for media appearances (c.20%):**

Write briefings and support with comprehensive preparation for spokespeople ahead of media interviews.

### **Monitor news agendas across Europe (c.10%):**

Using MuckRack and other appropriate solutions, monitor news items on topics of strategic interest to BRAC and help advise communications colleagues on how to position BRAC in the media as a result. Similarly, support advocacy colleagues by monitoring the political agenda is seen in the news in target European countries.

### Plan and implement media visits to BRAC programmes (c.5%):

Work with colleagues at BRAC and BRAC International to secure and arrange programme visits for European journalists. Where appropriate, accompany journalists on these visits to countries in Africa and Asia where BRAC is delivering programmes and services.

### Evaluate the performance of media engagement activities (c.5%):

Using MuckRack, evaluate the performance of BRAC's media engagement activities in Europe, producing quarterly reports for communications colleagues, BRAC's Executive Management Committee and BRAC UK's trustees.

## Required Skills and Competencies

BRAC is looking for someone who has a successful track record and networks within the UK development sector, who is entrepreneurial and committed to locally led development. We need someone who is flexible to move from one priority to another and who can initiate and network tasks in order to solve problems.

### JOB REQUIREMENTS

Essential Qualifications and Skills	<p><b>Professional qualification</b></p> <ul style="list-style-type: none"><li>● Professional qualification in Journalism/PR (Desirable)</li></ul> <p><b>Experience and Training</b></p> <ul style="list-style-type: none"><li>● Demonstrable experience of media relations within a press, PR or communications office, handling proactive and reactive activities (Essential)</li><li>● Demonstrable experience of raising the profile of an organisation through media and PR activity and campaigns (Essential)</li><li>● Working with broadcast, print and online media (Essential)</li><li>● Media and PR plan development and delivery (Essential)</li><li>● Briefing and preparing colleagues to undertake media interviews (Essential)</li></ul> <p><b>Skills</b></p> <ul style="list-style-type: none"><li>● Excellent oral and written communication skills, with excellent attention to detail (Essential)</li><li>● French or German speaker (Highly desirable)</li><li>● Experience of working on projects within multidisciplinary, multicultural teams to achieve shared objectives (Essential)</li><li>● Crisis communications and reputation management (Desirable)</li><li>● Experience delivering media engagement activities within a global, multi-entity organisation (Desirable)</li></ul> <p><b>Other Attributes</b></p> <ul style="list-style-type: none"><li>● Passion for International Development and humanitarian work (Essential)</li><li>● Willingness and enthusiasm for accompanying journalists on visits to countries in Africa and Asia (Essential)</li></ul>
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