



Job Title	Media Manager [C3]
Department	Communications Department
Reports to	Deputy Director of Communications
Direct reports	N/A
Main Job Purpose	
<p>The Media Manager will be responsible for taking charge of the ITF's global media strategy, with the aim of further enhancing and solidifying ITF's reputation as the global voice of transport workers.</p> <p>The ITF's Media Manager will day-to-day manage and implement the organisation's media strategy, public relations, awareness building activities and global media work in order to advance the ITF's reputation as an authoritative voice in the transport industry and global trade union movement. This role will give strategic guidance and support other members of the ITF's multi-disciplinary communications team on media needs.</p> <p>This role will work with established media relationships amongst leading international media to bolster ITF's reach and global media profile and be pivotal in raising awareness of the work and priorities of the ITF with core target audiences through clear distribution plans for media outputs in order to gain coverage in international broadcast, print and online media.</p> <p>This hands-on role, will lead on advancing ITF's global media relations strategy, providing strategic advice and coaching to ITF's leadership on proactive and reactive media strategies.</p>	
Main Responsibilities	
<p>The Media Manager will:</p> <ul style="list-style-type: none">• Lead, facilitate and execute the ITF's international media strategy – as proactive and reactive media liaison, pitching stories, organising interviews, providing media briefings, drafting and pitching op-eds, creating relevant media materials and responding to media requests.• Identify and seize on media opportunities, providing advice on what products or activities would best meet media objectives and achieve impact for the organisation.• Ensure all work is timely, has strong news value and has defined targets and audiences.• Proactively identify and seek out opportunities to build ITF's media profile across the organisation, its priority areas of focus, and industrial and political remit.• Work collaboratively to identify opportunities for media hooks from the wider communications team (such as working with the digital team to identify hooks from workers surveys).• Manage the generation, output and dissemination of ITF press and editorial content, in collaboration with the team, to ensure media outcomes and excellence for outputs, across press releases, news stories, workers' stories and feed into digital and social strategy when required.• Cultivate and manage relationships with outlets and journalists and develop and maintain our database of international reporters and outlets.• Maintain relationships across the ITF, its affiliated trade unions, coalitions and social partners' media and communications staff to develop and execute press strategies.• Work collaboratively to analyse ITF media positioning, to identify gaps and opportunities and make recommendations to ensure increasing media impact as part of a culture of continuous, data-driven learning and evaluation.	

- Regularly update the Deputy Director of Communications on progress, challenges, and successes of ongoing projects, and proactively escalate issues, observations and opportunities to the team.
- Deliver capacity building to the ITF secretariat, members of our affiliated unions and union building projects in order to improve communications competencies across the organisation.
- Evaluate and reporting on communications strategies to guide, improve and inform future strategies and targets as part of a culture of continuous, data-driven learning.
- Other duties and responsibilities as assigned.

Other important requirements of the job not covered above

- Language skills in addition to English is desirable, particularly demonstrated experience in a similar role in an international, culturally, and linguistically diverse environment.

PERSON SPECIFICATION

	Essential	Desirable
Education level, qualifications or equivalent		A graduate qualification in journalism, communications, international relations or related field, or equivalent academic, professional or life experience.
Knowledge, experience and technical skills	<p>Demonstrated, substantial and relevant experience in a similar role in journalism, media relations, communications or public relations, preferably in an international, culturally and linguistically diverse environment.</p> <p>Proven media handler with strong knowledge of the media landscape, with a history of developing media relationships across a wide range of outlets, and a host of contacts built up in previous roles.</p> <p>Experience leading, developing and implementing successful media campaigns and strategies with a track record of delivering high impact earned media coverage.</p> <p>Experience providing support to leaders and spokespeople with briefings and tactics on how to handle media so that key messages are prominent and landed in coverage.</p> <p>Experience in organising successful media events including press conferences and briefings.</p> <p>Experience supporting and working collaboratively with colleagues to shape stories.</p> <p>Supporting, guiding and acting as a source of expert advice on media for colleagues, and experience training colleagues on media tactics including interview techniques and how to write for impact.</p> <p>Can communicate effectively, with a wide range of stakeholders, internal and external.</p> <p>Strong writing skills and sense for storytelling for all formats that can assimilate complex information and communicate it</p>	Proficiency and familiarity with media relationship management tools, such as Cision.

	<p>clearly, concisely and persuasively across a range of channels.</p> <p>Can write and edit high-quality, public-facing content for all ITF channels with accuracy and acute attention to detail.</p> <p>Strong communication, interpersonal and negotiation skills, and ability to develop relationships in a political environment.</p> <p>Proficiency with media monitoring, analysis and reporting tools.</p> <p>Ability to work independently, manage own workload day-to-day across multiple priorities, and meet deadlines in fast-paced environment.</p>	
Personal attributes/skills	<p>Demonstrated engagement with trade unionism, progressive politics and social justice.</p> <p>Commitment to progressive change, movement-building, and working in a multi-racial, multi-cultural environment.</p> <p>Natural leader, passionate about changing workers' lives, who:</p> <ul style="list-style-type: none"> • Has a growth mindset • Thinks globally • Works with a relational approach • Is receptive to feedback • Actively values diversity • Acts with integrity & transparency 	Fluency in languages other than English will be considered an advantage.
Practical requirements (hours, requirement to travel)	<p>Willingness to travel internationally to support communications activities.</p> <p>Can work unsociable hours when required.</p>	