

PR and Media Manager

April 2024



Join the family.....

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Welcome to Animals Asia

I'm delighted to introduce you to Animals Asia. We are a progressive, dynamic, and global organisation making great advances in animal welfare predominantly in Vietnam and China, but with reach across Asia. If you're looking for a career move that enables you to play a key role in creating significant, lasting change for animals you'll be excited about working here.

In 1998, we set out with a primary goal of ending bear bile farming – a horrific trade and one of the world's cruelest abuse of animal. In 2017, the Vietnamese Government announced its partnership with Animals Asia to end bear farming by 2026. This year, we'll be raising funds to continue building our second bear sanctuary in Southern Vietnam's Bach Ma National Park. The new sanctuary creates space for us to rescue the country's last bile bears. There has never been a more exciting time to join the team and be part of this historic, rewarding journey. We're also at the forefront of ending elephant riding in Vietnam – a model that we hope can be rolled out across the rest of Asia. In addition, we've recently embarked on the journey to end the dog meat trade in Vietnam too.

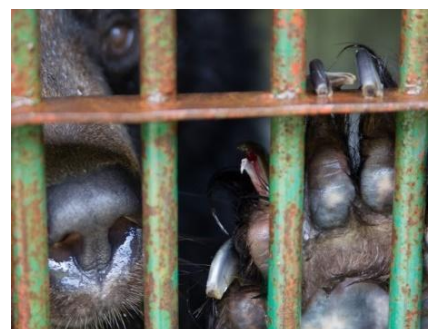
Our Global Communication team is equally progressive and exciting. You'll be joining an exceptionally talented, passionate, and ambitious group of people. This year, Animals Asia will raise \$18m globally, with plans to increase our brand awareness in key markets, engage and mobilise more people and raise more money for our cause.

To support this, I am expanding our Global Communication team in several areas, bringing new roles for content, social media and the new website (currently in development) as well as PR & Media.

Working remotely means you'll be a self-starter. Ideally, you'll have substantial experience working in a press office, with a good understanding of working with celebrities, and get a buzz out of reaching millions of people with earned media and great PR in a dynamic global working environment.

If you're keen to join the Animals Asia family and be part of this inspirational journey, we look forward to hearing from you. Good luck with your application!
with very best wishes

Rachel Bhageerutty
Global Director of Strategic Communications



About us

Our Vision

To end cruelty and restore respect for all animals throughout Asia.

Our Mission

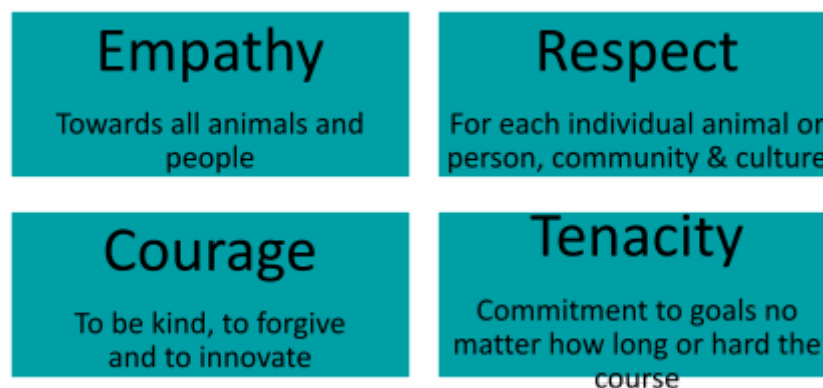
To end the farming of bears for bile in Vietnam and China, provide sanctuary for bears, end the suffering of wild animals in captivity, and ensure humane treatment of dogs and cats.

Our Values

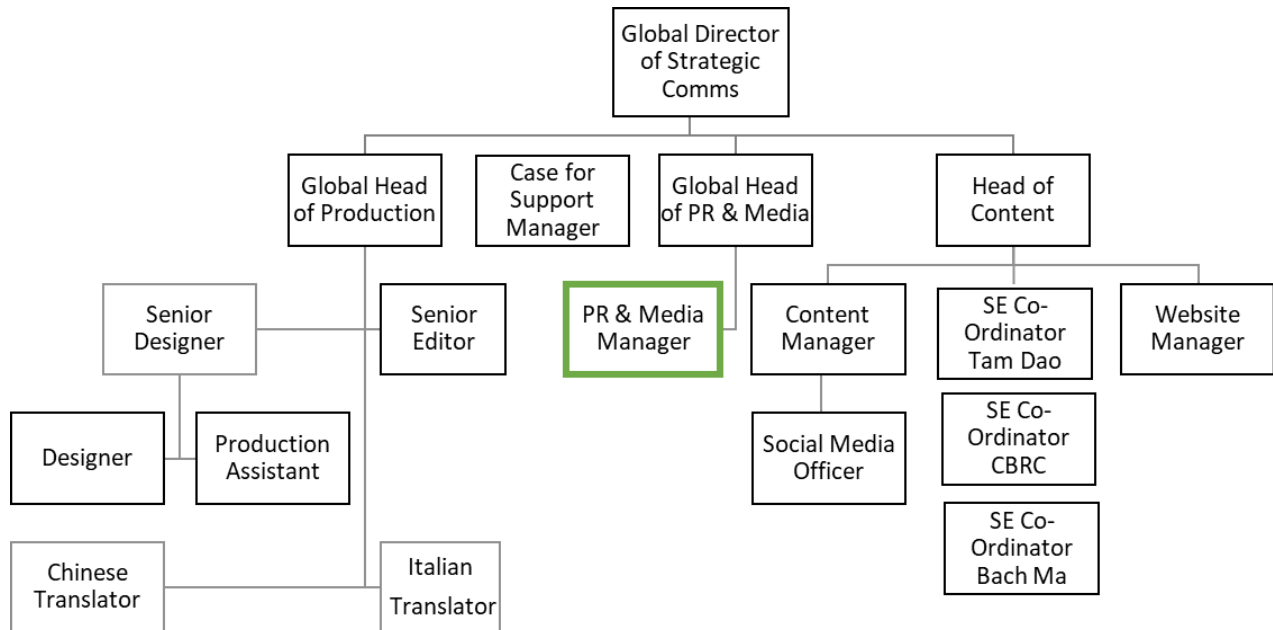
- The welfare of all animals is our first priority.
- We are responsible guardians of the animals under our care
- We strive to find compassionate solutions that benefit people as well as animals.
- We act ethically, responsibly and fairly in all our dealings.
- We are committed to responsible stewardship of donor funds.
- We are committed to responsible environmental stewardship.

Our guiding principles

Everything we do, 'The Animals Asia Way', is underpinned by our four pillars:



Global Comms Department Structure



Some words from the team

"I love working for Animals Asia because we all share the same vision and we want to make a real difference for the suffering animals. This dedication and this genuine spirit of cooperation create a family environment where I really sense that people care about me as a person and about my professional growth".

Mara Finazzi, Senior Philanthropy Manager, Europe

"I've worked a lot of jobs in my life, but none have ever given me such a sense of belonging than my family here at Animals Asia. Never have I been so excited to go to work each day and never have I met a group of such inspiring, passionate and caring individuals. Working for this charity fills me with so much pride, and I can't wait to see what the future brings and the change we will all make together."

Lianne Ottewell, Global Supporter Care Manager, UK

PR and Media Manager

Salary: £38,000p.a.

Job Description

Purpose of the role

Our PR & Media Manager is crucial to our plans to scale up our media coverage as we enter the final years of our campaign to end bear bile farming in Vietnam. As part of the Comms team, you will work closely with colleagues in our Programmes and Fundraising teams to amplify their work through public relations, celebrity support and media activity. Your key areas of responsibility will include press office management, preparing PR & Media plans for each of our key markets, preparing pitches, media releases and content for media outreach and building a library of case studies to showcase our work. Your other key area of responsibility is supporting our highly successful celebrity liaison to raise Animals Asia's profile through earned, owned and shared digital platforms, print and broadcast media. You will possess the knowledge, skills, and creativity to help us raise awareness of Animals Asia and what we stand for, helping us grow our supporter base and meet our brand goals. You will be managed and supported by our Global Head of PR and Media.

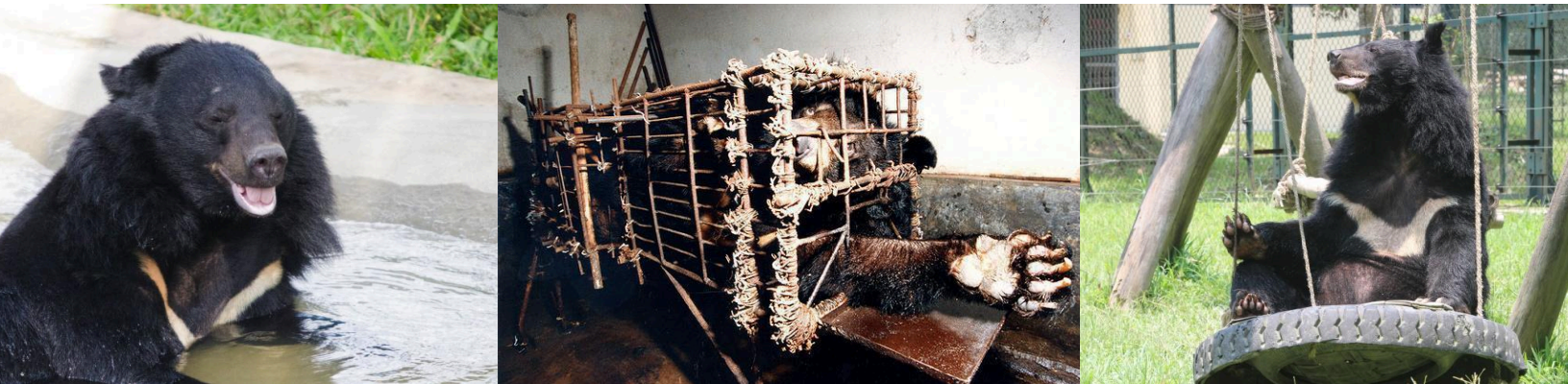
Key duties:

1. Responding to media enquiries, drafting media releases, undertaking proactive pitch development, outreach to journalists, maintaining our database of media contacts and other general press office management.
2. Supporting our Founder and our Global Head of PR and Media to develop and grow relationships with influencers and high-profile supporters, and deliver campaigns involving celebrities and influencers.
3. Preparing, publishing, moderating and reporting on social media content for PR and media purposes.
4. Close working with international colleagues and managing our PR agencies globally to deliver PR campaigns in our key markets and professional media management at international events.
5. Supporting and promoting global campaigns, appeals and events by developing press releases, media packs, briefings and other PR materials.
6. Developing and maintaining a case study, asset and fact file library.
7. Working with Meltwater and Muck Rack media monitoring systems to identify media opportunities and compile PR & Media performance reports.
8. Internal liaison with colleagues throughout Animals Asia to develop content and pitches for earned and owned media opportunities.

9. Drafting pitches and articles in close collaboration with our internal subject matter experts to develop our reputation and thought leadership in animal welfare.
10. Producing media-ready content, including video and written content.
11. Maintaining the news section of our website and media packs.

General

- Proactive attendance at team meetings, relevant seminars and wider staff meetings
- Proactive in keeping up to date with developments in PR & Media
- Represent Animals Asia at internal and external functions and events as required



Person Specification

- Minimum of three years' experience of working in a busy press office or PR agency, including drafting press releases and responding to media enquiries.
- Strong news sense, knowledge and interest in the environment, biodiversity and animal area is a plus.
- Experience of working with celebrities, their managers and agents.
- Good understanding of reputation management and associated risks.
- Experience in using media monitoring software to track media engagement, journalists and coverage.
- Extensive experience of writing and publishing to social media.
- Competent video editing skills.
- Excellent written English.
- Demonstrable experience of prioritising and delivering against multiple deadlines in a time pressured environment.
- Confident in building relationships with colleagues and stakeholders and being a credible representative for the charity and the cause.
- Proven ability to work well under pressure

- Willingness and ability to work early/late flexible hours (due to the global nature of the role) and occasionally on weekends
- Commitment to the objectives and values of the organisation
- Advanced working knowledge of Microsoft Office and Google Suite products

Communication / interpersonal skills:

- Strong people skills with a high level of organisational awareness and demonstrated ability to liaise with a broad and diverse range of stakeholders
- Proactive, with a “can-do” attitude. Results-driven to improve performance
- Ability to display initiative, common sense and diplomacy
- Commitment to professionalism, discretion and confidentiality
- Well-presented, articulate and polite



Conditions and Benefits

Place of work	Home-based (Global)
Salary	Up to £38,000 dependent on experience
Working hours	<p>Full-time. Standard hours are 37.5 hours per week from 9am to 5pm</p> <p>You will be required to work such additional hours as are necessary to fulfill your role which may include evenings and weekends. You will be expected to manage your hours, responsibilities and workload accordingly.</p>
Reports to	Global Head of Media and PR
Manages	n/a
Budget responsibility	n/a
Probation	6 months
Annual leave	<p>Commensurate with the country of residence.</p> <p>The holiday year runs from January 1st to December 31st.</p>
Other benefits	Standard Animals Asia benefits plus training will be provided as required with opportunities for growth and development

Recruitment schedule and how to apply

	<p>Please send your CV and cover letter outlining how you meet the person specification and why you should be considered for this role to:</p> <p>jobs@animalsasia.org</p>
Closing date:	17 April 2024 at midnight with interviews taking place the week commencing 29 April 2024.
Find out more:	www.animalsasia.org

