

Job Framework:

Press Officer



General role information

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| Job Title: | Press Officer |
| Reporting to: | Global Communications Manager |
| Salary Band: | 14 |
| Notice period: | Two months |
| Career Band: | TBC |
| Budget Responsibility? | N |
| Direct Reports? | N |
| Client/programme facing role? | Occasional travel |

Introduction:

MSI Reproductive Choices is one of the world's leading providers of sexual and reproductive healthcare. We believe that everyone should have the right to choose. From contraception to safe abortion and life-saving post-abortion care, we are committed to delivering compassionate, affordable, high-quality services for all.

Today, our organisation has over 9,000 team members working in 37 countries across the world. Our success lies in the fact that MSI teams are locally led, entrepreneurial and results-driven, and are passionate about delivering high quality, client-centred care in their own communities. As a social business, we focus on sustainable delivery, efficiency, and funding models that are built to last, so that the women and girls we serve today will have a choice in the future too.

We know that access to reproductive choice is life changing. For some, it can mean the ability to complete an education or start a career. For others, it means being able to look after the family they already have. For everyone, it means the freedom to decide their own future, creating a fairer, more equal world.

The role

The Press Officer is a key role within MSI's Global Communications team, with responsibility for promoting the organisation's work and impact both globally and in the UK across a range of external channels, principally through earned media placements. They will proactively create and deliver high impact communications campaigns and opportunities that enhance the standing and influence of MSI among key audiences, including donors. They will also play a central role in managing MSI's news desk, acting as an effective point of contact between journalists and the organisation. The Press Officer will also be required to produce high quality copy and content for other channels, including social media, the global website, and internal communications, as required.

All MSI Reproductive Choices job framework is subject to a language neutrality test prior to approval and we're always looking for new ways to make our recruitment process as fair and unbiased as we can. If you'd like to provide feedback on MSI Reproductive Choices recruitment process, please do so via email to

recruitmentinbox@msichoice.org

Key Responsibilities

Drive MSI Reproductive Choices' media relations and PR activities

- Work alongside the Communications Manager to deliver MSI's communications strategy, creating opportunities to promote the organisation as a global leader in providing the quality contraception and safe abortion services that women need to determine their futures and realise their full potential
- Ensure that all communications are aligned to MSI's strategy and narrative, taking account of donor priorities and sensitivities, as well as the external news agenda.
- Develop media relations campaigns in support of organisational / policy / advocacy objectives as required.
- Provide timely and effective responses to MSI and MSI-UK's issues in the news agenda.
- Provide dedicated support around emerging reputational issues, and work alongside the Communications Manager to respond quickly and sensitively to any media crises.
- Maintain a strong understanding of the legal and political issues and developments affecting MSI's work to provide abortion and contraception services to women in the countries in which we operate, and how these are reported by media audiences.
- Act as an effective point of contact between journalists and the organisation, responding to enquiries in a timely manner, and work with spokespeople across relevant departments to craft appropriate responses.
- Work with the communications team to engage with communications colleagues across our global programmes, sharing ideas, counsel and best practice to ensure compelling and effective PR and comms campaigns are delivered at country level.
- Build a comprehensive roster of trained spokespeople able to be interviewed on a range of topics relevant to our international and UK work.
- Track, record and analyse all media coverage featuring MSI, and use this information to build a monthly report of communications metrics.
- Take joint responsibility with other colleagues in the Communications Team for responding to out of hours media enquiries.
- Undertake other reasonable duties as required.
- Develop communications materials for a range of audiences.
- Identify news-worthy stories from across the organisation, that would be of interest to both external and internal audiences, for development into communications materials.
- Produce high quality press releases and media statements that proactively promote the work of MSI and MSI UK, anticipating and responding appropriately to a constantly changing news agenda to gain maximum print, online and broadcast coverage for the organisation.
- Write and edit copy for articles, newsletters and case study stories to publicise the work of MSI and MSI UK to both external and internal stakeholders.
- Create and distribute a daily news email for colleagues, including media coverage, sector analysis and breaking news.
- Work within the team matrix to manage MSI's social channels day-to-day (Instagram, Twitter, Facebook, LinkedIn, Medium), working to deliver cut-through, positive sentiment and engagement.
- Identify the most appropriate communications channels for the dissemination of materials aimed at external or internal stakeholders.
- Build and maintain relationships with key stakeholders
- Develop and maintain lasting relationships with key journalists, identifying suitable media outlets

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to target for external communications activities.

- Collaborate with internal stakeholders to identify proactive opportunities for external communications, including advocacy, operational and technical teams, as well as colleagues working in our 37 country programmes.
- Keep internal stakeholders apprised of external communications activities and informed of key milestones.
- Provide communications support to country programmes
- Offer counsel to country programmes on media relations activities, particularly issues management support.
- Build strong relationships with our communications colleagues around the partnership, offering technical assistance on broader communications topics as required.

Key Skills

To perform this role, it is **essential** that you have the following skills:

- Ability to work in a diverse and inclusive environment, respecting and collaborating with all individuals equally, and with a commitment to overcome bias and prejudice
- Excellent written and verbal communications skills
- Ability to promote MSI and influence a variety of stakeholders, including the media, donors and partner organisations
- A solid understanding of current affairs, reproductive rights, international development and UK healthcare
- Excellent news sense and the skills to identify proactive opportunities for external communications that support the organisation's objectives
- Strong interpersonal skills, and the ability to work authoritatively, knowledgeably, and confidently with journalists and colleagues at every level of the organisation
- Outstanding organisational skills, including the ability to use initiative, prioritise workload and work under pressure to meet tight deadlines
- Meticulous attention to detail
- Enjoy working as part of a busy and fast-paced team
- Good working knowledge of Microsoft Office (Word, Excel, and PowerPoint).

Key Experience

To perform this role, it is **essential** that you have the following experience:

- Strong experience of working in a busy PR agency, press office or communications team, with extensive working knowledge of national and international broadcast, print and online media
- Proven experience of building and maintaining lasting relationships with national and international media contacts, with a focus on health, consumer and/or development journalists
- Solid experience of working with the media, running proactive PR campaigns, and proactively identifying opportunities
- Proven experience handling sensitive media issues, providing counsel to senior stakeholders
- Substantial results in securing national and international media coverage
- Experience of using digital and social media channels to engage audiences

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- Demonstrable track record in writing compelling material for a wide range of stakeholders – press releases, articles, newsletters, and case study stories.

Formal Education/qualification

- Educated to degree level or equivalent.

Personal Attributes

We recruit talented, dynamic people with diverse backgrounds and experiences, all united by a belief in our mission and a focus on delivering measurable results. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, curious, resilient, and solutions-oriented, and be committed to promoting equality, and safeguarding the welfare of team members and clients alike.

For this role, we're looking for an individual who is:

- Committed to the protection of team members and clients, with a focus on vulnerable groups
- Able to role-model inclusive and culturally sensitive attitudes and behaviours
- Pro-choice with a genuine commitment to the values and ethos of MSI Reproductive Choices
- Flexible and open to reasonable requests to work out of general office hours (including business travel and cover of the 24-hour press phone in rotation with other colleagues).

Our Values

Mission Driven: With unwavering commitment, we exist to empower women and men to have children by choice not chance.

Client Centred: We are dedicated to our clients and work tirelessly to deliver high-quality, high-impact services that meet their individual needs.

Accountable: We are accountable for our actions and focus on results, ensuring long term sustainability and increasing the impact of the Partnership.

Courageous: We recruit and nurture talented, passionate, and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.

Resilient: In challenging situations, we work together and support each other, adapting and learning to find solutions, whatever we're up against.

Inclusive: We believe that diversity is a strength. We all play our part in creating a culture where every team member can thrive, feel valued and contribute meaningfully to our mission, and where all our clients feel welcome and supported.

By signing below, you indicate that you have read and agree to this job framework.

Full Name:

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| Signature: | |
| Date: | |

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