

Person Specification:

Press Officer



Introduction

At MSI Reproductive Choices, our mission, 'Children by choice, not chance', is at the heart of everything we do. We provide high-quality contraception, safe abortion and post-abortion care services, and work [with advocacy] to create an enabling environment for safe access for all. All team members must support us in our mission.

We want individuals who believe in our mission and who can clearly describe how and why they feel that what MSI Reproductive Choices does is important. To achieve this, every candidate is given the opportunity to provide their thoughts and opinions on our mission statement in the online application form. We only consider applications from candidates who are aligned with MSI's mission and vision to eliminate unsafe abortion in the countries where we work.

For this reason, only **fully pro-choice candidates** will be considered for any role within MSI. Please ensure that you read the MSI Reproductive Choices Candidate Pack carefully, prior to submitting an application.

MSI Reproductive Choices is committed to creating an inclusive environment with a workforce which is representative of the communities we serve. We're proud to be an equal opportunities employer and give equal consideration to all qualified applicants without regard to race, ethnicity, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age. MSI is committed to safeguarding and promoting the welfare of all team members and clients, with a particular focus on vulnerable groups. MSI committed to compliance with all fair employment practices including citizenship and immigration status.

Please note this role will be subject to full pre-employment background checks which may include, but is not limited to employment references, right to work verification, adverse financial checks, basic criminal record checks and risk database screening checks.

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.

All MSI person specifications are 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's recruitment process, please do so via email to recruitment@msichoice.org.

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- 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.
- 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

MSI is dedicated to equal opportunity for all and recognises that every individual is unique. Whilst we always seek to embrace individual differences and celebrate the diversity of our workforce, we also want to ensure that every team member is suited to their role and that they are given the best opportunity to succeed.

The personal attributes described below have been developed in accordance with the job description and other contextual factors relating to the role and are considered **essential**.

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

- Committed to the protection of team members and clients, with a particular 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).