

Job Description:

Press Officer



General role information

Job Title:	Press Officer
Reporting to:	Global Communications Manager
Career Level:	8
Salary Band:	14
Notice period:	One Month
Budget Responsibility?	N
Direct Reports?	N
Client/programme-facing role? (client/programme facing roles involve travel to overseas programmes and/or interaction with clients)	Occasional travel

About MSI Reproductive Choices

At MSI Reproductive Choices we are unapologetically pro-choice. We believe that every woman has the right to make choices about her own body and her own future. As one of the world's leading providers of contraception and safe abortion care, we give women the means to do so. Our team members, working across 37 countries, provide high quality, safe services to women, when and where they need them. Because when a woman can determine her own future, she can contribute to creating a better, more sustainable future for everyone.

MSI Reproductive Choices is committed to safeguarding: promoting the welfare and safety of everyone involved in the delivery or receipt of sexual and reproductive health services, especially children, young people and vulnerable adults. We are committed to ensuring diversity, and equality for all within our organisation and encourage applicants from diverse backgrounds to apply. We expect all staff and post holders to share our values and commitments.

The department/team

The Global Communications function leads communications activity at a corporate level, building and defending the organisation's reputation, engaging with audiences through media relations, PR, stakeholder engagement, social media, thought leadership, internal communications and content creation across owned and earned channels.

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,

All MSI job descriptions 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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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.

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.

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- 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 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.

Please note that you may also be required to carry out reasonable additional ad-hoc duties, at the request of your line manager.

Please read this document in conjunction with the Person Specification for the role.

Signature

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

Full name:

Signature:

Date: