JOB DESCRIPTION

Job Title: Media and Communications Coordinator
Location: Amnesty International Nepal
Line Manager: Section Director
Other key relationships:
- Campaigns, Membership and HRE Unit
- International, Regional and National Media
- Amnesty International’s Media Office and Law and Policy Team in London
- South Asia Regional Office team,
- Campaigns staff.
- International Mobilisation Programme,
- National Board, Groups, Youth Networks and members

OVERALL PURPOSE OF JOB

To lead, facilitate and support AI Nepal’s media work in order to advance the organization’s human rights agenda and raise awareness of AI’s work to promote and protect human rights, to support AI’s global campaigns and to attract a growing number of members, supporters and donors to the movement.

DEPARTMENT PURPOSE

Amnesty International Nepal’s Media and Communications Department is responsible for promoting and supporting a culture of effective and coordinated media work across AI Nepal and the movement. The programme drives and maintains consistent presentation of Amnesty International’s name and message in the media and oversees media strategy, content, delivery and targeting of Amnesty International’s message in the print and electronic media.

KEY RESPONSIBILITIES

- Initiate and generate press coverage in the national and international media that supports Amnesty International’s local and regional, thematic and mobilization projects and campaigns.
- Design, implement and evaluate innovative and effective media and public relations strategies and work plans in order to secure and increase media coverage for Amnesty International’s work in Nepal.
- Implement a media relations programme featuring pro-active media liaison, pitching Amnesty International stories and spokespeople, organizing interviews, providing media briefings, writing op-eds and responding to requests, according to news value, defined target audiences, timing and impact.
- Identify opportunities from Amnesty International’s planned media work and from external news events to secure quality coverage with print and broadcast media contacts in order to secure immediate and long-term media coverage.
- Develop, in consultation with relevant teams, a strategy for media relations leveraging social media opportunities for AI Amnesty International Nepal.
- Monitor and report on Amnesty International Nepal’s media profile as well as on current and emerging issues, making recommendations for future media work that ensures that Amnesty International Nepal’s media work is balanced and able to respond to external developments.
- Organize media activities including press conferences and media briefings and provide media support to Amnesty International research and campaigns.
- Strengthen Amnesty International Nepal’s media profile by identifying need and assisting in implementation of media training and to act as spokesperson for the organization, as agreed.
- Undertake crisis media work including ensuring timely Amnesty International Nepal media response to key external and internal events.
- Ensure Amnesty International’s and Amnesty International Nepal’s media work is consistent with the organization’s strategies and priorities with work plans geared for optimum impact.
- Contribute to the development and strengthening of the global network of media workers, including those located in Nepal, through the development and provision of media materials which support consistent and timely messaging.
- Carry out own administrative task related to the post in accordance with the guidelines on self-servicing and to provide coverage for team members as required.
- Monitor progress and adherence to agreed standards, including establishing systems to ensure accountability and reporting.
- Design, edit and produce materials and publications in coordination with other department of Amnesty International Nepal.
To develop realistic and appropriate production and activity budgets for the consideration and approval of the Director;
To manage the portfolio of work within the agreed budget and keep accurate track of expenses;
To report any changes or deviations in the agreed budget immediately to the Director for consideration and approval;
To perform any other task as designated by the Section Director.

COMPETENCIES

Corporate Competencies
• Shows professional integrity by modeling Amnesty International’s values and standards;
• Promotes the vision, mission and strategic goals of Amnesty International;
• Displays a respect for diversity and is adaptable at plural operating spaces;
• Treats all people fairly without favoritism;

Functional competencies:
• Ability to conduct strategic planning, results-based management and reporting;
• Ability to lead monitoring of management projects;
• Ability to lead business process;
• Ability to affect staff behavioral/attitudinal change;
• Proven ability to coordinate complex programs with diverse range of partners;
• Ability to analyze and apply social media concepts to the local development field;
• Ability to perform a variety of specialized tasks related to Results-Based Management, including support to design, planning and implementation of the programme, managing data, reporting;

Analytical and strategic thinking/results orientation:
• Excellent interpersonal skills and ability to communicate effectively, both orally and in writing;
• Ability to establish effective working relations in a multicultural team environment.

SKILLS AND EXPERIENCE

Education:
• Masters’ Degree in Journalism or any other related filed.

Experience:
• At least five years of relevant working experience in the media sector;
• Ability to manage changing or conflicting priorities and operate effectively within a demanding work environment;
• Ability to communicate clearly;
• Ability to coordinate and motivate members in a team and generate and maintain the team spirit;
• Experience in the usage of computers and office software packages (MS Word, Excel, etc.) and advance knowledge of spreadsheet and database packages, experience in handling of web based management systems.

Language Requirements:
• Fluency in both oral and written English and Nepali.