

ROLE DESCRIPTION FOR REGIONAL MEDIA SUPPORT OFFICER

Member of: a regional team, working alongside other Coordinators who can provide support and guidance. Each team is overseen by a Regional Coordinator; Country Coordinators report into the Regional Coordinator and, through them, into the Country Coordinator Steering Committee.

Supported by: Community Organising Manager, Head of Media, PR and Supporter Care, and Press and PR Manager

Key Relationships: Amnesty International UK (AIUK) Regional Media Support Officers, AIUK Regional Representatives, specifically for the region covered, AIUK local group members, AIUK Student Action Network Committee, AIUK Community Organising Team, AIUK Media team and other AIUK staff teams as necessary.

Reports to: Regular reporting to Media team and Community Organising Manager.

Core tasks

Regional Media Support Officers help recruit, inspire and support media officers (or the individuals with a media relations' remit) in local, youth and student groups; help grow Amnesty's coverage in local and regional media; and work closely with Amnesty's Media Unit to ensure adequate training and support is provided.

Working with Regional Representatives, groups and Amnesty activists, the role's main responsibility is to help grow local media coverage of activist activities and human rights stories, through supporting others, identifying opportunities and using social media to promote activities and media interest.

You will be the main point of contact and expertise for local, youth and student group media officers or individuals within those groups with a media relations' remit across their region.

Duties will include:

- Audit the current media strength of groups in their region and look at developing plan to strengthen the media potential of the region.
- Build media forums for Amnesty members in that region, involving regular socials funded by AIUK office.
- Help with the recruitment of local, youth and student group media officers.
- Disseminate best practice across the region to groups. This may include presentations at local groups and regional conferences, and helping groups with queries from local media.
- Provide information, training and support to empower activists to work with the media (eg broadcast interviews, drafting press releases, diary notices and opinion pieces on local activities and national campaigns aimed at local and regional media).
- Where gap in media officer exists, complete above tasks directly. This may also involve responding directly to local media enquiries (with help from staff where appropriate).
- Advise groups on PR events and stunts.
- Provide timely feedback to the national office on planned public events and activities in case the office can help, and on completion so they can be recorded in organisational database, MASCOT.

- Attend regular telephone and face-to-face meetings with other RMSOs and AIUK staff.
- Work closely with Regional Representatives.
- Keeping abreast of updates on Amnesty campaigns.
- Liaise with relevant staff at Amnesty UK in a timely manner.
- Comply with AIUK policies and UK data protection law.
- Hand over to successor on exit from role.

Skills and knowledge

Essential

- Experience of working in a media environment
- Good knowledge of the media in your region
- Strong creative and copywriting skills
- Good verbal and written skills
- Ability to inspire and motivate others
- Willingness to attend meetings across the region and quarterly meetings in London
- You must be or become an individual member of AIUK
- Experience of team / cooperative working
- Basic IT competency (email, word processing, etc.) and regular access to the internet

Desirable

- Experience of working with spreadsheets and databases
- An understanding of Amnesty's group structure

Regional Media Support Officers are volunteers but expenses are covered by AIUK.

Commitment required:

This role is quite a considerable commitment in terms of time and communication. We estimate around three hours a week would be the average, although there may be some periods where more commitment is needed.

Due to the time it takes to become fully effective in the role, we ask for a minimum commitment of one year.

All Regional Media Support Officers must abide by AIUK's Activists Code of Conduct. A copy of this is available on our website <http://www.amnesty.org.uk/resources/activist-code-conduct>

To apply:

Please apply by completing the application form, which you can download from www.amnesty.org.uk/rmso One of your referees should include someone who can speak of your experience in Amnesty, eg a staff member or chair of your local group, if at all possible. Please send your application to Jeni Dixon, via email to activism@amnesty.org.uk Please mark it with FAO Jeni Dixon in the subject line of the email.