

Amnesty International UK



VOLUNTEER ROLE	Media Team volunteer
TEAM	Media, PR and Supporter Communications
DEPARTMENT	Campaigns, Communications and Supporter Communications
DAYS	Two or three days per week (based in London office)
TIME PERIOD	Minimum three months

BRIEF DESCRIPTION OF THE ROLE

The Media Unit deals with all media enquiries, and supports and promotes Amnesty International UK's campaigns and growth targets.

To help achieve this, Amnesty's Media Team has identified two areas it is looking to strengthen: regional media and monitoring and evaluation.

This role will look to provide support to the Head of Media, PR and Supporter Communications for both.

MAIN RESPONSIBILITIES:

Regional Media

- Work with the community fundraising team and regional teams to identify potential media stories and help produce draft press releases
- Assist the Media and PR Manager (Features, events and regional), to produce a media newsletter for key activists
- Work with the Media and PR Manager (Features, events and regional) to help promote and develop Amnesty's regional media training programme

Monitoring, evaluation and learning

- Help support the Head of Media, PR and Supporter Communications to produce a rolling media calendar
- Help maintain the database of briefings and interview templates
- Help run and produce Google analytic reports on Amnesty's press pages and produce a quarterly report
- Help run and produce a Twitter report on Amnesty's media team Twitter account using Spinklr
- Help maintain Amnesty's database of journalists

SKILLS REQUIRED:

Essential

- Excellent interpersonal skills
- Excellent organisational skills
- Excellent data entry skills
- Attention to detail
- Excellent Excel database management skills
- High standard of written English
- Good telephone manner

Desirable

- Experience of working in a media team/environment