##### candle_high_resAmnesty International UK

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| **VOLUNTEER TITLE** | Regional Media Support Officer |  |
| TEAM | Media, PR and Supporter Care Team |  |
| **DEPARTMENT** | Communications and Supporter Campaigning |  |
| **REPORTS TO** | Regional Reps |  |
| **RESPONSIBLE FOR** | Local, Youth and Student Group Media Officers |  |
| **SCALE** | Volunteer |  |
| **HOURS PER WEEK** | Five hours a week (flexible) |  |

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| OVERALL PURPOSE OF THE JOB |

Amnesty is an organisation that has its members at the heart. Amnesty believes in empowering all of its members to get involved and inspire as many people as possible to help deliver real and tangible human rights change. Every member and supporter has a unique skill set the aim is to help unlock those skills to deliver real human rights change.

This role will 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.

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| **MAIN RESPONSIBILITIES** |

**Operational**

* 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.
* Work closely with Regional reps to ensure campaigns and priorities are properly highlighted.
* Help with the recruitment of local, youth and student group media officers (with group secretaries, regional reps across the local and student groups as well as youth groups).
* Work closely with the designated region-specific member of AIUK’s media team and develop a strong two-way relationship.

**Responsibilities**

The Regional Media Support Officer will work with all media officers and those with a media relations’ remit in their region to encourage and help them:

* Write press releases / diary notices.
* Disseminate best practice across the region/to groups.
* Advise on PR events and stunts.
* Feedback to the national office (particularly on media plans in case the office can help).

**Liaise with Amnesty’s Media Unit staff to:**

* Ensure staff support the Regional Media Support officers and develop the right level of skills across their allocated regions (including tackling broadcast interviews, writing soundbites and press releases).

**Training and Support offered:**

* Induction programme (including structure and local, youth and student groups).
* Monthly Skype meetings with press officer.
* Quarterly meet with all regional media support officers – rotated locations (expenses will be paid).
* Regular skillshare events s to develop media/journalism skills and space for people to learn from each other.
* Support to Regional Media Support officers to run a media skill share workshop at regional conferences for individuals with a media relations’ remit in the local, student and youth groups in their region (with help from Amnesty trainers and AIUK’.

**Knowledge development**

Keep abreast of best practice and developments in media and Human Rights campaigning.

Work closely with volunteers to support and develop them, and ensure their areas of work contribute to the overall success of Amnesty.

**General aspects of the role**

Deliver all aspects of this job description in accordance with AIUK’s Equal Opportunities Policy.

Take responsibility for their own health, safety and welfare, comply with AIUK H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.

Manage the health and safety of any volunteers for which they may be responsible, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training and supervision.

To undertake any other relevant duties or projects delegated by the line manager which are in line with the responsibilities of the post.

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| PERSON SPECIFICATION **Job Title: Internal Communications and Evaluation Co-ordinator** | | |
| **ESSENTIAL** | **CRITERIA** |
| **Experience** | Experience of the media environment |
| **Skills and Knowledge** | Strong creative and copywriting skills |
|  | Excellent interpersonal skills |
|  | Good verbal and written communication skills |
|  | Ability to communicate well orally |
|  | Understanding and ability to use a wide range of communication methods to varying audiences |
|  | Ability to influence and motivate others across the organisation |
|  | Excellent administrative skills |
|  | Understanding of, and commitment to, equality and diversity |
|  | Understanding of, and commitment to, the aims and objectives of Amnesty International UK. |
| **DESIRABLE** | **CRITERIA** |
| **Experience** | Good working knowledge of Amnesty’s group structure |
|  | Experience of managing staff and/or volunteers |
| **Knowledge and Skills** | Knowledge of human rights issues |