

JOB DESCRIPTION

Job title: Director of Media
Job Holder: Vacant
Directorate: Media and investigations
Reporting to: Chief Executive Officer

Main Purpose of Job

A strategic post to achieve a high media profile for Compassion in World Farming through the development and implementation of visionary communications strategies in the UK and internationally.

This post will drive the organisation's media relations, including cutting-edge investigative work, in the UK as well as our wider communications in Europe and internationally.

Position in organisation

- Reports to the CEO
- Direct reports: Head of Media and Head of Investigations
- Responsible for staff management of the Media and Investigations Department
- Close liaison with Senior Management Team at HQ and offshore policy teams
- Collaboration with internal and external stakeholders at all levels

Scope of job

- Responsible for driving UK, Europe and international media activity
- Creation of media relations and investigations strategies
- Monitoring and evaluation of media and investigations work
- Visual documentation of Compassion's work
- Guidance and training on media interviews and other relevant areas
- Management of the Media and Investigations Department
- Close liaison with Senior Management Team (SMT) colleagues to ensure that media opportunities are maximised across key sectors of operation, including public affairs, food business, research and marketing

Dimensions & limits of authority

- Responsible for Compassion's media and investigations work in the UK, Europe and internationally
- Responsible for media and investigations budgets
- Responsible for the direction and management of the Media and Investigations Department
- Sign-off on press releases, video news releases and other materials for the media (UK and international)
- Sign-off on investigative materials for public release

Qualifications

- Educated to degree level or equivalent (essential)
- Excellent communications skills (written, oral and presentation)
- Sensitive to social and cultural issues

Experience

- Demonstrable experience in a senior media relations role (essential)
- Demonstrable experience in team development and management
- Excellent capacity to work with a senior team to deliver organisational aspirations

Key objectives for the role:

1. To play a key role in the strategic development of Compassion in World Farming, particularly focusing on developing a high media profile in the UK and other key markets.
2. To ensure that Compassion's activities and messaging engage with media audiences to achieve impactful coverage of our issues and influences public opinion as well as those who shape, make or fund public policy relating to farm animal welfare.
3. To obtain quality coverage aimed at engaging the priority target audiences of the Marketing and Fundraising team.
4. To secure quality coverage in the food and farming industry sector media in support of our organisational aim to place farm animal welfare at the heart of the food industry.
5. To provide strategic assistance, support and training of Compassion's European and international policy officers and partner organisations to empower them to secure media coverage in their countries.