

JOB DESCRIPTION

AMNESTY INTERNATIONAL INTERNATIONAL SECRETARIAT

JOB TITLE: Media Manager – East and Southeast Asia & the Pacific Regional Office

Location: Bangkok, Thailand

DIRECTORATE: Public Engagement and Growth

PROGRAMME: Communications

REPORTING TO: Deputy Regional Director of Communications, East and Southeast Asia & the Pacific Regional Office

SPECIALIST MANAGER: Head of News and Media, International Secretariat, London

GRADE 5

JOB PURPOSE: To lead, facilitate and support Amnesty International's international media work across Southeast Asia & the Pacific in order to advance the organization's human rights agenda and raise awareness of Amnesty International's work to promote and protect human rights, to support Amnesty International's global campaigns and to attract a growing number of supporters to the movement.

DEPARTMENT PURPOSE: Amnesty International's Communications Programme is responsible for promoting and supporting a culture of effective and coordinated media work across the IS 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 print, broadcast and electronic media.

INTERNATIONAL SECRETARIAT PURPOSE: The International Secretariat, which operates from a number of sites around the world, gathers and communicates accurate and action-oriented human rights information globally. We campaign for meaningful human rights change; enable effective human rights activism and work to persuade governments and other actors to uphold universal human rights standards. We provide strategic leadership, support and advice to the Amnesty International movement globally, fostering Amnesty International's contribution, presence and public accountability throughout the world.

WORKING RELATIONSHIPS:

Reporting to: Deputy Regional Director of Communications, East and Southeast Asia & the Pacific Regional Office

Matrix Managed by: Head of News and Media, Communications

People that this job manage: Interns, volunteers and freelancers

Other key relationships: International, regional and national Media and Amnesty International staff in the Communications Programme, in the regional office and across the wider region, Video Producer, Digital Content Manager, Chinese Content Manager, Sections in the region, Campaigns staff, International Mobilisation Programme, Legal, Policy, Office of the Secretary General, Section Media Workers.

USEFUL INFORMATION:

Amnesty International operates sub-regional offices in different locations around the world where there is a strong international and regional media presence. Media Managers are appointed in each of these regional offices, charged with building the media profile of



Amnesty International.

Media impact is vital to the success of Amnesty International's communications work, which relies on credible and visible profiling of Amnesty International to a range of target audiences across a range of diverse cultures and communities.

The regional Media Managers will contribute to the development and implementation of a comprehensive media and communications programme for Amnesty International in the sub-region, working as part of a fully-integrated team that supports Amnesty International's activities in the sub-region.

This is a full-time position which requires the ability and willingness to regularly work out of office hours including being on call for media enquiries. The position also requires the ability to undertake international travel as required, including travelling to other regional offices to provide additional media support, when needed.

MAIN RESPONSIBILITIES:

- Generate press coverage in sub-regional and national media for Amnesty International in Southeast Asia & the Pacific in order to build Amnesty International's profile in the region
- Work with international media based in the region to generate coverage about Amnesty International's human rights concerns in Southeast Asia & the Pacific
- Implement a regional media relations programme which includes: pro-active media liaison; pitching Amnesty International stories and spokespeople; organizing interviews; providing media briefings; writing op eds; and responding to media requests
- Identify opportunities for media and social media, providing advice on what products or activities would work best to meet communications objectives and achieve impact, ensuring all work is timely, with a strong news value targeted at defined audiences
- Lead on communications plans and activities for specific campaigns by integrating media, social media, videos and other communications products into the overall plan
- Project manage communications campaigns, managing and collaborating with a team of communications experts to target the right audience and delivering on campaign objectives in a timely manner to achieve impact
- Work alongside the Deputy Regional Director of Communications for East and Southeast Asia & the Pacific Regional Office to set the strategic communications direction for the sub-region, working as part of an integrated, multi-functional team.
- Undertake crisis media work, ensuring Amnesty International responds in an effective and timely manner to key external and internal developments
- Monitor and report on Amnesty International's media impact and metrics in Southeast Asia & the Pacific- including social media. Use results to make recommendations for future work to ensure continued media impact
- Organize media events including news conferences and press briefings; provide media support to Amnesty International research missions and visits to the sub-region by senior Amnesty International delegates
- Identify the need for and assist in implementing media training for spokespeople and act as spokesperson for the organization, as agreed
- Support the global network of media workers, providing timely, well-messaged media materials and advice on Amnesty International's response to human rights developments in the sub-region
- Provide media support and advice to Amnesty International offices in the sub-region



and share their work with a wider internal and external audience

- Managing the dissemination of content on relevant platforms, maintaining a record of all owned and operated digital properties in use by Amnesty International across the sub-region and ensuring their proper use
- Carry out own administrative tasks 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

WHAT DOES SUCCESS LOOK LIKE IN THIS JOB?

- Amnesty International is positioned as the leading human rights organization with regional and national media outlets in Southeast Asia & the Pacific as well as with international media
- An over-arching media strategy is developed and implemented for Southeast Asia & the Pacific
- Amnesty International's profile in Southeast Asia & the Pacific increases through reactive and proactive media coverage on specific human rights issues and campaigns
- Amnesty International is established as a credible source of human rights information for the media
- Amnesty International's online presence in Southeast Asia & the Pacific increases through reactive and proactive social media activities
- Strong communications products delivered to campaign objectives, achieving impact
- The Amnesty International movement is kept up-to-date and informed about news and media opportunities on thematic work from Southeast Asia & the Pacific
- Planning and implementation of media work is undertaken to agreed deadlines and positive coverage is secured in target media
- Strong media contacts are developed in Southeast Asia & the Pacific

SKILLS AND EXPERIENCE:

- Substantial, relevant experience in similar role in journalism or public relations, in an international environment
- Understanding of international political and human rights issues and specifically how these issues apply in Southeast Asia & the Pacific
- Extensive experience in producing a wide range of quality materials for print and/or broadcast media, as well as for social media platforms
- Strong knowledge of international, regional and national media - across traditional and digital platforms - with established contacts at key publications and broadcast outlets
- Sound understanding of media relations management including updating and maintaining relationships with media contacts
- Detailed knowledge of current and emerging media trends and developments
- Experience of developing and implementing successful media strategies and campaigns
- Ability to judge issues and impact as well as experience in issues and crisis management
- Experience in the use of social media networks, within a business context
- Proven experience in utilizing digital channels for media work, with an understanding of how digital tools can assist the gathering and dissemination of relevant information to specific audiences
- Strong communication, interpersonal and negotiation skills



- Ability to work in high pressured environment while managing competing priorities and deadlines
- Knowledge of Amnesty International and interest in, and personal commitment to, the full range of human rights
- Experience in providing spokespeople support and in developing and conducting media training, including in effective interview techniques is ideal
- Experience in organizing successful media events including press conferences, briefings and seminars in range of contexts is ideal
- Experience in media monitoring, analysis and reporting is ideal
- Experience in project management is ideal
- Fluency in written and spoken English
- Fluency in local language is ideal

HOW WE WORK – OUR BEHAVIOURS:

Our organisational culture; which essentially represents how we behave, our working relationships and our ability to collaborate as a movement, underpins everything we do and is pivotal to the success of our impact. Our five behaviours form the basis of the type of culture we want to have in Amnesty:

- **Accountable** - I consistently strive to reach my goals in a thorough, timely way that I can be proud of, and I re-empower others to do the same.
- **Considerate** - I support my colleagues, and try to find out what motivates them to do their best, and what pressures they are under, so that I can consider this when we work together.
- **Creative** - I continuously look for new and creative solutions and encourage others' ideas so that we can adapt and succeed in an ever-changing and uncertain global environment
- **Decisive** - I make sound judgements within my work so that a project or activity can progress with pace and confidence.

Respectful - I treat my colleagues with equality and dignity, and assume they have integrity. I value the different perspectives of my colleagues as well as my own and show them that their contributions and expertise matter.

EQUALITY STATEMENT

Equality and diversity is at the core of our values and staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

CONFLICT OF INTEREST

Public or other activity, affiliation to or support for any group or organization, personal association or other factor which may generate a real or perceived conflict of interest with Amnesty International's principles (specifically independence and impartiality), or raise a security concern, or otherwise prevent the candidate from carrying out key functions of the specific post and would therefore disqualify the candidate from being appointed.

