



## COMMUNICATIONS ASSISTANT

<b><u>Location:</u></b>	London
<b><u>Salary:</u></b>	£24,456 – £26,582 FTE (pro rata)
<b><u>Contract:</u></b>	Permanent
<b><u>Hours:</u></b>	30 hours (flexitime), occasional evening and weekend work
<b><u>Responsible to:</u></b>	Development Director
<b><u>Key relationships:</u></b>	CEO, Operations team, Legal team, Fundraising and Communications Officer Monitoring, Evaluation and Learning Officer, Training Manager, Donors, Partners and Beneficiaries
<b><u>Closing date:</u></b>	31 January 2022

Media Defence is a charity that helps media to defend their rights. We support independent media, journalists and citizen journalists who are under legal threat by making sure that lawyers are available to defend them. We engage in strategic litigation to improve the regulatory environment for media freedom, make grants to organisations in various countries to run media defence programmes, and build the capacity of the lawyers and organisations we work with on issues of media law. Media Defence was set up in 2008 and has established itself as a leader in the field.

### **About the role**

As Communications Assistant, you will support the Development team across all their communications and administrative needs, so that the organisation can deliver on its 2020-2024 Strategy objectives. Your main job responsibilities will be centered on organising and managing the admin that supports our work, including managing our social media, providing statistics for weekly, monthly and quarterly reporting, updating our website with press releases, blog posts and new legal resources, and attending events.

Media Legal Defence Initiative trading as Media Defence is a registered Charity (1128789) and registered Company in England and Wales (6621203).

You will be an enthusiastic team player as a lot of your tasks will involve and require input from other team members, including the Fundraising and Communications Officer, from scheduling meetings to the coordination of the production of case studies, writing social media content and press releases.

## **Main Responsibilities**

### **Managing Social Media**

- Create and upload social media content to various platforms such as Twitter, Facebook and LinkedIn
- Oversee the growth of our Instagram page
- Create and/or support the creation of infographics and video content
- Engage with the work of other freedom of expression organisations over social media to cement our position as an expert voice in the sector

### **Gathering Data**

- Regularly collect and assess data and analytics across a variety of digital platforms
- Based on your analysis of that data, make recommendations for expanding or improving both public image and online presence
- Update our CRM system (Odo) and mailing lists when relevant

### **Content Writing**

- Produce and/or coordinate the production of clear, concise and professional press releases, articles, blog posts and email campaigns
- Coordinate the production of case studies

### **Managing and Maintaining Website**

- Regularly update our website, add blog posts and ensure all pages are fully up to date, including relevant tags
- Work closely with the Legal team so that the Legal Resources page has new content on a regular basis
- Support the Training Manager with the dissemination of all Project communication materials

### **Communications Materials**

- Coordinate and assist with the production of newsletters, blog posts and podcasts
- Assist with the development, design and publication of our publications (i.e. Annual Report, Journalists Impact Survey, etc.)
- Assist the team with presentations, proof-reading, editing videos and making sure external materials are in keeping with our brand guidelines
- Support our image bank, to ensure it has the best available images for communications purposes

### **Other**

- Identify and carry out any other duties which fall within the scope, spirit and purpose of the post as requested

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## **Person Specification**

### **Essential**

- Educated to at least degree level
- Excellent written and spoken English, good editorial skills and the ability to communicate with diverse communities
- Competent IT user including Microsoft Office Packages, internet and email
- Experience with databases/CRM systems
- Ability to use CMS and Google Analytics
- Calm, cool and collected
- Excellent eye for detail
- Ability to thrive in a fast-paced environment
- Ability to multitask
- Excellent team player with the ability to work creatively and flexibly in a small team, supporting other colleagues, and with a strong commitment to learning and improvement
- Proven ability to work in a multi-cultural environment
- Proven experience of working with, and relating to, a diverse range of people and a pleasant, diplomatic manner and disposition in interacting with colleagues at all levels, as well as with Media Defence partners
- Passion and commitment to the mission and vision of Media Defence
- Right to work in the UK

### **Desirable**

- Experience of, and an interest in, working for a 'not for profit' and in a human rights environment would be an advantage

Equality and diversity are fundamental to our mission. We are committed to the recruitment and retention of individuals from diverse backgrounds and who reflect the diverse communities in which we operate.

If you are interested in applying for this role, please email your CV and covering letter referencing 'Communications Assistant' to [recruitment@mediadefence.org](mailto:recruitment@mediadefence.org).

**Closing date:** 31 January 2022.

Interviews will take place w/c 7 and 14 February 2022.