



Senior Media Advisor Colombo, Sri Lanka

*Hiring for this position is contingent upon funding

ABOUT US:

Founded in 1992, IWPR is an independent not-for profit organisation that works with media and civil society to promote positive change in conflict zones, closed societies, and countries in transition around the world. It has coordinating offices in the United States and the Netherlands, and a global headquarters in London. IWPR supports local reporters, citizen journalists and civil society activists in countries in conflict, crisis and transition around the world. It trains, mentors and provides platforms for professional and citizen reporters; builds up the institutional capacity of media and civic groups; and works with partners to remove barriers to free expression, robust public debate and citizen engagement. IWPR works on the ground in more than 20 countries.

BACKGROUND:

The overall goal of the MEND activity is to improve citizen access to balanced, reliable, and objective news in Sri Lanka. This project will support Sri Lanka's efforts to solidify recent advances in media freedom and democratic governance. This will require working with media, journalists and editors, media-related commissions and agencies, and relevant organizations that support media, access to information, and media freedom.

The activity's primary objectives include:

- 1) Improved media governance and enabling environment;
- 2) Improved media capacity to provide balanced, informed, unbiased, and ethical reporting on key policy and public interest issues; and
- 3) Media serves as a forum for important national dialogues.

SUMMARY:

Provide proactive management of media campaigns, including sourcing news stories, writing and distributing media releases, targeting and pitching media and roll out of media campaigns.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Identify, develop, write and promote stories and cross-channel content about the complete range of the program activities and strategic objectives. Contributing to writing news of pieces and profiles for IWPR website. Respond to all media enquiries in a timely manner. Manage and maintain key working relationships with relevant journalists, writers and reporters across all channels and mediums. Work collaboratively with colleagues in Sri Lanka to ensure that media and public relations activity is coordinated and aligned.

REQUIREMENTS:

- Bachelor's Degree in journalism, communications, public relations, or marketing.
- At least seven years of demonstrated experience in successfully advising and nurturing the skills and capacities of media managers and journalists, particularly in a development context.

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- Extensive experience in applying country-relevant technological approaches to media craftsmanship and management.
- Understanding of social media and digital communications trends and strategies.
- Ability to effectively work under tight deadlines and manage projects independently, prioritizing and managing workflow.

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*Principals only. No calls please. Women and minorities encouraged to apply. Only those who have been selected for interviews will be contacted. IWPR will never ask for payment for recruitment.