

Job Title: Media and Events Coordinator

Salary: up to R\$ 6,500 per month

Location: Brazil

Duration: Permanent

Closing date: 30/11/2018



Media and Events Coordinator

The Role

The media coordinator is responsible for managing, developing and driving World Animal Protection's media communications activity in Brazil. Working to the Communications Manager and alongside a Digital Coordinator, the role helps build awareness of World Animal Protection's campaigns and initiatives through the placement of news stories in key local media outlets.

As a key member of the local communications team and the global marketing and communications team, this role is responsible for developing local press opportunities and leveraging global stories to position the organization as an authority in animal protection and support the organization's ambitious goals to move the world to protect animals.

Duties and responsibilities

- Develop and deliver an annual media plan with clear performance targets
- Formulate and implement media strategies which support World Animal Protection's business objectives
- Optimize audience reach through channels and build brand awareness through strategically placed stories in top-tier media
- Proactively and reactively prepare materials to take advantage of key stories in the news cycle
- Write media kits, media pitches, press releases, blog posts, key messages, authored articles and blog posts
- Draft quality press releases, press packs, and lines to take and issue within agreed protocols
- Pitch and place media across various channels to generate growing volume of media hits in local market
- Contribute content to local online properties including website and social media channels
- Develop briefing documents for spokespeople, act as a spokesperson and provide local media training as required
- Develop and nurture excellent relationships with journalists and influencers (eg bloggers) in all forms of media, to improve story placement and to amplify our presence as an animal welfare expert in local media
- Maintain a media contact database and manage distribution

Skills and experience

- Experience working in a similar, equivalent role with evidence of developing and implementing successful media relations strategies
- Demonstrated experience of utilising traditional tools (press, networking etc) as well as new tools (social media, twitter, blogs etc) to maximise media coverage and awareness
- Previous experience liaising with journalists and an understanding of the media landscape in Brazil
- Excellent written and verbal communication skills with the ability to tailor the communication style to the audience and situation
- A strong understanding and experience of media metrics and reporting
- Ability to communicate at all levels and to adapt writing to suit different audiences
- Ability to translate strategic objectives into practical and achievable plans that are sensitive to the needs to various stakeholders and partners
- Proven ability to work under pressure, managing competing priorities and tight deadlines
- Fluency in written and spoken Portuguese and English

Qualifications

- Relevant degree (Journalism, Public Relations, etc.) or equivalent professional experience

Desirable

- Knowledge of animal welfare issues
- Experience with development of campaigns
- Experience working in an international non-government organisation or charity

How to Apply

If you want to be part of our dynamic organisation and help us move the world to protect animals then please send us a copy of your CV, salary expectation and cover/motivation letters addressing your skills and experience relative to the role to

comunicacao@worldanimalprotection.org.br.

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful.

World Animal Protection is an equal opportunity employer. We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, colour, religion, sex, sexual orientation, pregnancy, parental status, national origin, ethnic background, age, disability, social status and to other minorities or disadvantaged groups.

The successful candidate must have permission to work in the position location by the start of their employment.

Who are we?

We are World Animal Protection.

For over 50 years we have moved the world to protect animals.

We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

We stop the exploitation of wild animals for entertainment and profit. We protect pets and working animals in communities across the globe. We campaign for better farm animal welfare and fight against factory farming. We also help animals when disaster strikes.

Our vision is a world where animals live free from suffering. We are working to help people to see how important animals are to all of us.

We are determined to influence decision makers to put animals on the global agenda and inspire people to change animals' lives for the better. Today we're working on projects to end animal suffering by helping governments and communities to protect and care for their animals.

Why Work for us?

We move the world to protect animals globally but there are many other reasons to join our organisation. We are a truly global organisation with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, UK and USA. We employ over 380 people globally covering campaigns, media, fundraising, operations, finance, administration and human resources.

As well as competitive employee benefits we want our employees to grow with us and build their careers within World Animal Protection and therefore encourage internal applications. We have a strong track record of offering existing staff promotions as well as secondments and position changes within the organisation.