

Media Officer, China

Salary: Competitive

Location: Beijing, China



Media officer – The Role

You will work closely with the Senior Communications Manager and alongside a digital officer, helps building awareness of World Animal Protection's campaigns and initiatives through the placement of news stories in key local media outlets.

As our Media officer, you will be responsible for managing, developing and driving World Animal Protection's media communications activity in China. This will involve the execution and delivery of the local media strategy in support of World Animal Protection's global strategy.

You will work with our local office to develop local press opportunities and leverage 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. As a Media officer, you are accountable for media outcomes which build brand awareness, engage the public and support public mobilization activities, helping deliver against key objectives in the global communications strategy.

Media Officer – Requirements

As an experienced and highly motivated Media officer you will have developed and implemented successful media relations strategies, and have experience of utilising traditional tools (press, networking etc) as well as new tools (social media, twitter, blogs etc) to maximise media coverage and awareness.

You will be an expert at liaising with journalists and understand the media landscape in China, have excellent written and verbal communication skill with the ability to tailor the communication style to the audience and situation, as well as a strong understanding and experience of media metrics and reporting.

You will be able to communicate at all levels and to adapt writing to suit different audiences, to translate strategic objectives into practical and achievable plans that are sensitive to the needs to various stakeholders and partners.

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.

Join us and together we can move the world for animals.

Campaign Manager – How to Apply

If you want to be part of a dynamic organisation that values people as individuals, as well as inspires and motivates its employees to succeed and expand their talents, then please send a copy of your CV and cover/motivation letter, including your salary expectation, and the length of your notice period if applicable, to: HR@worldanimalprotection.org.cn

Closing date: April 30th, 2017

Please note that to be considered for this role, candidates must have the right to work in the country location they are based in and must be able to provide proof of eligibility to work there.

As we often receive a large number of applications from experienced and qualified candidates we will generally give priority to those who can demonstrate that they meet all of the essential criteria listed. It is important that you show how you meet all the essential criteria and your application will be stronger if you show that you meet at least some of the desirable criteria.

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.

We kindly request Recruitment agencies should not approach us for this role as we will be considering direct applications.

Our new name is World Animal Protection. We were known as WSPA (World Society for the Protection of Animals)

Job Description



Media Officer, China

We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters and animal cruelty has ended. 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.

Job Title: Media Officer

Location: Beijing, China

Reports to: Senior Communications Manager

***Technical/Professional Accountability to:**
Global Director Marketing & Communications

Direct reports: No

Budget holder: No

Global/Local¹: Local

Main Purpose of the Role

The media officer is responsible for managing, developing and driving World Animal Protection's media communications activity in China. Working to the Senior Communications Manager and alongside a digital officer, 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.

Accountabilities

The Media Officer is accountable for the execution and delivery of the local media strategy in support of World Animal Protection's global strategy. The position is accountable for media outcomes which build brand awareness, engage the public and support public mobilization activities, helping deliver against key objectives in the global communications strategy.

Duties and Responsibilities

Strategy and planning

- Develop and deliver an annual media plan with clear performance targets
- Formulate and implement media strategies which support World Animal Protection's business objectives

Media and issues management

- 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
- Share ideas with local communications and digital colleagues to ensure a coordinated, integrated effort
- Work collaboratively with programs colleagues to gain technical guidance and build their credibility in the news media as experts
- Manage reactive media enquiries in accordance with global guidelines and in conjunction with the Communications Manager Global Head of Media
- Respond quickly to media requests and agree points of escalation
- Ensure key organisational messages are accurately and consistently expressed in local media
- Coordinate planning and logistics for media conferences and visits as required
- Represent World Animal Protection at meetings with external bodies, conferences and other public settings where relevant to World Animal Protection's agreed programs activities
- Assist on a project by project basis with celebrity supporter communications and researching celebrity supporter news
- Manage and update media mailing lists and manage clipping platforms
- Actively participate in building and maintaining the integrity of our brand

Relationship management

- 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 lists
- Manage service providers like freelancers, translators as well as graphic design and production agencies and suppliers, evaluating performance and negotiating prices and contracts

Reporting & performance

- Monitor and report on all outputs, evaluating the effectiveness of media communications activity, including social media, networking and press activity
- Conduct media monitoring to assess reach to target audiences, delivery of key messages, spokesperson quotes, links to actions/channels
- Measure and evaluate local media performance and deliver quarterly reports on achievements against key performance indicators to International Marketing and Communications
- Share case studies and learning with local and global teams

Global working

- Contribute to global communications projects and plans
- Work with the Global Head of Media to support global media activities
- Edit and translate global press releases for local distribution
- Participate in global communication meetings and training as required
- Keep up on trends, both local and global, and share opportunities, assets and learnings with colleagues around the world

Organisational responsibilities

- Support delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement and Transformation in a global, matrix environment
- Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue program objectives and wider organisational goals
- Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance
- Contribute to a learning culture and create a positive working environment
- Take responsibility for their own health, safety and welfare, comply with health and safety policy and procedures, and not act in a way that compromises the safety of themselves, colleagues or the public
- The post holder may be required to travel locally or internationally to provide support or participate in World Animal Protection's activities as and when required
- The role holder will from time to time be required to undertake any other duties that are within the scope of the role

Skills and Experience

Essential

- 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 China
- Excellent written and verbal communication skill 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 Chinese and English

Qualifications

- Relevant degree 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

Last reviewed/ updated: 28/01/2017

*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

!A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.