

Job Position :PR Media Relations Senior Specialist

PURPOSE OF POSITION

The Senior Media Relations Specialist will play a central role in creating and disseminating media-focused materials for WVFT. He/she will be WVFT's media point person and will respond to media enquiries from local media leads and international media outlets. He/she will create key media messaging, be responsible for overseeing dissemination of media content and media monitoring and analysis. This person will work closely with different departments across the partnership to ensure that media-focused communications are strategically shared and coordinated. She or he will be an articulate and talented communicator, with strong interpersonal and organizational skills, a passion for the work that World Vision does and a commitment to creating local and international media awareness of it.

MAJOR RESPONSIBILITIES

- Build and nurture relationships with key media contacts, with focus on Tier I media
- Identify opportunities to proactively pitch brand, marketing initiatives, impact stories and the national director to appropriate media outlets, in alignment to the organisation's strategy
- Assist the Branding and Media Relationship Manager in the development and implementation of Brand PR programmes to support brand building initiatives and marketing campaigns within Resource Development Team to drive fundraising
- In close coordination with relevant teams in WVFT, develop written materials including press releases, Q&A, media standby statements on brand issues as required.
- Coordinate media messaging with different departments such as Advocacy, Field Operations Teams, to achieve targeted communication goals.
- Align with Global Brand and Communications initiatives from Global Centre and leverage on provided resources whenever possible
- Support the Branding and Media Relationship Manager in establishing a large base of brand advocates to drive strong favorability to grow acquisitions & total fundraising revenue.
- Work with Church Engagement Team to identify potential Youth Ambassadors as young advocates and influencers for WVFT fundraising initiatives

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KNOWLEDGE, SKILLS AND ABILITIES

1. Bachelor's degree in related fields
2. Excellent computer commands-MSOffice
3. More than 3 years proven media relations or PR experience
4. Ability to partner with other teams in order to jointly plan media visits
5. Must possess excellent oral, written and interpersonal communication skills with strong writing and editorial abilities
6. Experience in using media monitoring and analysis tools
7. Membership in PR networks
8. Experience in an NGO is an advantage

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หรือที่ : <https://www.worldvision.or.th/page/workwithus.html>

World Vision Foundation of Thailand