



Senior Media Relations Manager Position Description

Job Summary

The Clooney Foundation for Justice (CFJ), an international non-governmental organization (NGO) that advocates for justice through accountability for human rights abuses around the world, seeks a Senior Media Relations Manager. A seasoned communications professional will be a critical addition to our dynamic team during this exciting time of organizational growth. The ideal candidate will have outstanding written and oral communication skills and be creative, self-motivated, flexible, and strategic. They will support the development of our media relations strategy and lead key aspects of our external communications. They will have a deep understanding of the global earned media market, significant experience working with journalists and other members of the media, and a track record of delivering measurable results. They will be expected to drive innovative and engaging external content, including for impactful advocacy campaigns. They also will be capable of enhancing the organization's image; expanding awareness of CFJ's work and that of its initiatives, TrialWatch and The Docket; and coordinating with the communications team at The Sentry, a CFJ strategic partner.

TrialWatch is a CFJ initiative that monitors criminal trials and advocates for victims of injustice around the world. TrialWatch focuses on judicial proceedings against those who are most vulnerable: journalists, women, the LGBTQ community, minorities, and human rights defenders. TrialWatch recruits monitors who complete our UN-approved online training program and uses a customized app developed with Microsoft to record their observations. Using this data, a legal expert grades the trial and writes a "Fairness Report" examining the extent to which the trial complied with international legal standards. When an injustice occurs, we conduct or fund legal advocacy in domestic, regional, or international forums. Once we have gathered enough data, we will create a Global Justice Ranking that we will use to press for systemic reform.

The Docket pursues accountability for individual and corporate perpetrators and enablers of genocide, crimes against humanity, and other international crimes and supports survivors in their efforts to obtain justice. In collaboration with diverse partners, this initiative combines multi-disciplinary investigations, legal action, and advocacy to bring the perpetrators to justice, obtain redress for survivors, and achieve long-lasting systemic change.

Responsibilities

Reporting to the Managing Director and working in close coordination with the Senior Management Team (SMT) and the Co-Presidents:

- Design and execute CFJ's external communications strategy to raise the visibility of the organization's work, help shape public discourse around its core issues, and amplify its advocacy efforts
- Drive the creation and promotion of relevant, original, and high-quality external mixed-media content, in the form of press releases, reports, and a variety of other outputs
- Spearhead high-profile media briefs, events (e.g., seminars and conferences), and campaigns
- Draft talking points and speeches for SMT members and the Co-Presidents in preparation for interviews, seminars, panel discussions, and presentations
- Build and develop trusted relationships with well-placed reporters, editors, news producers, guest bookers, influencers, and thought leaders, and with international, regional, and local media outlets
- Supervise CFJ's Digital Communications Specialist, who is principally responsible for social media management, web management, and digital campaigns
- Keep a pulse on news cycles and trends to ensure CFJ's perspective is sought after in targeted media markets
- Draft and disseminate press releases and targeted pitches to drive media coverage
- Respond to inquiries from the media
- Establish and manage rapid response protocols to respond to time-sensitive issues and news cycles
- Establish performance metrics, monitor media coverage, assess effectiveness and growth of media engagement, and prepare related media reports
- Oversee and liaise with external communications consultants and translators as necessary
- Provide support to the fundraising team in designing material for use in implementing CFJ's resource mobilization strategy
- Coordinate with the communications team at The Sentry, a strategic partner of CFJ
- Develop external communications-related guidelines for use by CFJ personnel
- Manage pre-publication libel review in close coordination with the program teams
- Ensure communications content is publication-ready and meets prescribed deadlines
- Perform other duties as assigned

Required Qualifications

- 10+ years of communications experience in journalism or public relations
- Passion for and proficiency in uncovering, crafting, and presenting compelling stories
- Track record of generating impactful press coverage
- Existing network of media relationships
- Exceptional written and oral communication skills in English
- Understanding of social media and digital platforms
- Good interpersonal and diplomatic skills and ability to work as part of a diverse, agile team
- Aptitude to work in a fast-paced environment, to multi-task, and to operate across multiple time zones

- Ability to use discerning judgment while being proactive and responsive
- Capacity to keep calm and work in a fast-paced environment
- Outstanding strategic development and management skills
- High level of personal energy, dependability, and commitment
- Excellent organizational skills and the ability to meet deadlines
- Keen attention to detail
- Commitment to CFJ's mission and goals

Preferred Qualifications

- Bachelor and/or advanced degree in communications, public relations, or journalism
- Previous experience or interest in international human rights or justice-related or legal initiatives
- Previous experience working in a not-for-profit environment
- Foreign language fluency

Location

Flexible

Compensation

Commensurate with experience and competitive with other not-for-profit organizations

Start Date

As soon as possible

To Apply

Submit a CV, a cover letter, 2-3 media-related writing samples (e.g., press releases) each five pages or less, and a list of 3 or more references to employment@cfj.org no later than December 15, 2020

CFJ is committed to diversity in its workforce and is an equal opportunity employer. We actively seek a diverse applicant pool and encourage candidates of all backgrounds to apply. We do not discriminate on the basis of race, religious beliefs, color, national origin, gender identity, sexual orientation, age, marital status, veteran status, or disability.