

Senior Media Specialist, MAU

Position title: Senior Media Specialist
Location: United Kingdom
Category: FTA International
Level: S5
Duration: One Year (Renewable)
Department: Media & Advocacy Unit (MAU)
Supervisor/Report to: Chief, Media & Advocacy
Job type: Voluntary

Overview

The Fédération Internationale de la Jeunesse in English International Youth Federation (IYF), is an international non-profit youth organization network governed by the present Statutes and the Swiss Civil Code. It is politically neutral, and non-denominational, aiming to empower youth worldwide.

The IYF **Department of Public Information (DPI)** is responsible for developing and implementing the IYF Global Communications Strategy, strengthening support for the IYF by promoting key messages and strategies on priority youth issues, implementing global campaigns and coordinating communications and public information activities between headquarters, regional administrations and member counties.

The IYF **Media & Advocacy Unit (MAU)** works to attract positive attention for the IYF, strengthening recognition of our work and raising the profile of the organization. Strong media outreach, public events, and other multimedia advocacy tools are an important element of that work.

Under the supervision of the Chief, Media and Advocacy, the Senior Media Specialist work to strengthen IYF's strategic messaging across all internal and external platforms including media, advocacy, and donor communications. S/he will be responsible for supervising an integrated team of communications staff.

Mission Statement

To voluntarily represent, positively promote, and uphold the mission of "Empowering youth for a better world" in various programs and opportunities throughout the IYF interventions and the community.

Responsibilities

(A) Implement and monitor the Global Communications Strategy:

- Under the guidance of the Chief, Media & Advocacy and in collaboration with the Regional Communications Advisers, implement a Global Communications Strategy (GCS) based on corporate communications goals and priorities;
- Monitor and measure the impact of the communication strategy and make adjustments accordingly;
- Support Regional Administrations in designing and implementing effective regional external communications strategies aligned to corporate priorities;
- Integrate issue-based advocacy into the communications strategy around key priority areas relevant to the region; and
- Ensure that key results and relevant success stories are incorporated into strategic communications outreach.

(B) Improve the organizational positioning and brand advancement:

- Position the IYF as a substantive thought leader within youth empowerment world and promote its mandate, mission and purpose via effective communication;
- Generate a pool of significant, transformational success stories from the regions to be used at the global level, with an emphasis on multimedia;
- Develop and maintain contacts with a variety of partners through targeted outreach and advocacy;
- In collaboration with the Regional Communications Advisers, increase coverage and understanding of the IYFs work in the region through strategic media and/or donor outreach using innovative communication tools and various types of media;
- Organize public campaigns that position IYF and influence youth agenda based on current programmes and new initiatives; and
- Promote, advocate and raise awareness around IYF activities, results, flagship initiatives through a variety of communication vehicles, such as roundtable discussions, press conferences, briefing sessions, interviews, report launches, etc.;
- Build and maintain strong relationships with journalists and media agencies;
- Assist and guide Country Teams on timely responses to reputational management inquiries raised by media and donors;

(C) Facilitate capacity-building, knowledge-sharing and quality control:

- Provide guidance, coaching and mentoring to HQ communications staff, especially in the design and implementation of communications strategies/activities;
- Provide or facilitate communications training to Regional Communications focal points and Communications Assistants based in Country Teams as needed;

- Ensure quality control over global publications, including compliance with IYF Brand toolkit.

Competencies

- **Lead (Level-2)** *Leadership is the art of motivating a group of people to act as a team towards achieving a common goal.*
- **Design (Level-2)** *Ability to recognize what changes are required and create a path for improvement using existing knowledge, problem solving skills, creativity and original ways of working.*
- **Empower (Level-2)** *Empowerment is a practice of giving team members skills, authority, opportunity and motivation so that they can take initiative and make decisions to solve problems and improve performance.*
- **Mobilize (Level-2)** *Ability to identify resources and activities that individuals and organizations will undertake to support the IYF's strategic goals and objectives. Engage and influence appropriate donors by building win-win relationships.*
- **Inspire (Level-2)** *Inspiration and lead by example is about energizing and creating a sense of direction and purpose in others, unlocking motivation and momentum for positive change.*

Functional Competencies

- Ability to lead strategic planning, results-based management, and reporting.
- Ability to lead and manage corporate strategic initiatives.
- Excellent computer, internet, social media and information system skills.

Eligibility

- Highly interest in youth empowerment, youth issues.
- Relevant experience in media/press or communication is required.

Skills Required for Position

- Excellent writing/editing and verbal communication skills.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, members, volunteers and other supporters.

- Ability to interact cordially and communicate with a diverse community.
- Effective oral and written communication skills.
- Ability to assess and evaluate situations quickly, accurately and effectively.

Experience

Five years of relevant experience and results preferred at national level preferred in communications role, development, communications, blogging, youth issues, sport, women empowerment, youth-led organizations or another relevant field.

Language

Fluency in English with superior drafting skills is essential.