



## **Communications and Media Manager**

### ***About the Coalition***

The Global Emergency Response Coalition (Coalition) is a lifesaving humanitarian alliance made up of eight of the world's leading U.S.-based international aid organizations, whose unified goal is to work collectively to deliver relief to millions of children and families in need. The ultimate aim is to respond effectively and efficiently to emergency, humanitarian crises of the present and the future.

The Coalition aims to broaden awareness of and raises funds for disasters outside of the United States in order to save more lives and help communities recover more quickly. Working together we can shift the marketplace, inspire and activate donors and provide the American public and potential partners with an opportunity to support a broad array of response capacity. We can be more cost-effective and coordinated while ensuring the “best-in-class” response and increased visibility and accountability.

{From the ops manual:

The Global Emergency Response Coalition is the first and only U.S.-based fundraising and awareness-raising coalition for humanitarian response. The Coalition is comprised of eight well-respected NGOs that together work in more than 100 countries around the world: CARE, International Medical Corps (IMC), International Rescue Committee (IRC), Mercy Corps, Oxfam, Plan International, Save the Children and World Vision.

When disaster strikes, the Coalition mobilizes to help children and families in urgent need. By working together, the Coalition can increase awareness and raise more funds needed to deliver emergency relief quickly and efficiently to save lives and help rebuild communities in the aftermath of disaster.}

***Location: Washington, D.C. preferred but flexible***

### **General Position Summary**

The Communications and Media Officer reports to and supports the Managing Director in designing and executing the communications strategy and communications campaigns in the aftermath of natural and human-made disasters. S/he will advance profile-raising and fundraising goals and elevate the Coalition's reputation in the media.

## **Essential Job Responsibilities**

- Develop and implement media outreach plans; coordinate with fundraisers, brand-marketing and web-content experts to align storytelling and maximize value of outreach.
- Attend internal and external communications and media meetings and events.
- Strengthen and expand the Coalition's network of contacts in traditional and social media domains, in coordination with member NGO efforts.
- Initiate and/or support the production of communication and media materials for the Coalition, including talking points, news releases, contributed pieces, fact sheets and donor reports.
- Write GERC-specific content, such as stories for the GERC website, social posts and news releases.
- Support Managing Director in content review for public outreach material.
- Support the Coalition in media opportunities during campaign periods to advance the message and brand of the Coalition.
- Develop the content plan for the GERC website, social media channels and other opportunities.
- Manage the GERC website and social media channels.
- Serve as a point person for media queries for the Coalition
- Manage the Coalition communications working group, which is comprised of experts from member organizations.

## **Knowledge and Experience**

- BA/S or equivalent in related field – journalism, public policy, international affairs – required;
- 5-7 years of professional experience in communications, media relations or journalism required.
- Demonstrated ability to work with a geographically dispersed team.
- Established track record of generating positive media coverage in U.S. outlets.
- Superior written and verbal communications skills a must; ability to “translate” technical language into compelling stories.
- Knowledge of print, web, graphics and email dissemination.
- Ability to work independently and take initiative.
- Willingness to learn and collaborate with others, strong team player, experience working in matrixed teams preferred.

## **Success Factors**

The successful Communications and Media Officer will be a proactive public relations professional and excellent storyteller and writer with a nose for news. S/he will be a self-starter who can work independently or in a team setting, and is able to forge productive relationships with colleagues at multiple member NGOs. S/he must have a deep interest in international relief and a commitment to the goals of the Coalition. S/he needs to be able to prioritize, multi-task and organize many urgent tasks, often under intense deadline pressure. This person will

demonstrate creativity and flexibility, as well as a proven ability to learn quickly and be accountable for results. Even temperament and a good sense of humor appreciated.