



## **Francophone Media Coordinator**

**Organization:** African Parks

**Location:** Francophone Africa (regionally based)

**Reporting to:** Global Public Relations Coordinator in Communications and Marketing

**Expected start date:** ASAP

**Type of contract:** Full Time

### **Background**

African Parks is a non-profit organisation that takes total responsibility for the rehabilitation and long-term management of national parks in partnership with governments and local communities. African Parks is seeking a full-time Francophone Media Coordinator within the Communications and Marketing Department to be based in Central or West Africa, location to be agreed. This position, available immediately, is an exciting opportunity to work with a unique conservation organization dedicated to protecting Africa's wildlife and remaining wild places.

African Parks is looking for a highly organised, personable individual fluent in French and English with experience working with press and other media. Regional experience working in the conservation or non-profit sector is highly desired. The primary purpose of the position is to:

- Work with the Global Public Relations Coordinator to develop and execute effective media strategies for existing and new parks under African Parks' management in Central and West Africa.
- Engage with local, national and regional press to build relationships and amplify African Parks' communication and messaging to garner support among audiences at a local, national and regional level including from the donor and government sector, among others
- Help to build African Parks' profile among key francophone audiences and stakeholders by helping to generate international media coverage in relevant top tier outlets.

### **Key Responsibilities**

The Francophone Media Coordinator will work closely with the Global Public Relations Coordinator to help with the creation of key French media materials; engage local and national media outlets and cultivate media relations; help to develop and execute tailored national media strategies; help to coordinate local and national press events and deliver African Parks' messaging to Francophone audiences in Africa and in Europe.

- Support with fielding press enquiries related to parks situated in French-speaking countries.
- Identify strategic local, national, regional and international media outlets and contacts for Francophone visibility. Foster and build relationships with trusted media contacts and curate lists on a media database.
- Help to pitch, book and coordinate programmes for strategic press visits and in-country or in-park press events.
- Assist with translations between French and English and vice a versa, and with the creation and proof-checking of key French media materials and content aligned with African Parks' messaging and needs. These include: statements and announcements, press releases, mailers,

briefing documents, web content and, where needed, help with key reporting documents for the Director of Communications and Marketing, key donors and partners.

- Compile media contracts and agreements for press, including journalists, film crews, photographers and videographers and for incoming third party video and image requests.
- Assist with the planning and coordination of visibility events which necessitate media for key projects and parks in Central and West Africa.
- Liaise with key field staff to assist with the development of media materials, and in the planning of media related trips and events.
- Assist media working on stories with fact-checking and with needed follow-ups, and work with the Global Public Relations Coordinator to position and prepare key people for comment.
- Monitor daily press coverage around the parks, African Parks and our key partners, and relevant conservation news; and share relevant news with the communications team and other relevant parties (internal and external) in a timely manner.
- Distribute press releases to curated press lists, and ensure that releases and top coverage are received by important partners.
- Assist with the compilation of summaries of media coverage or coverage reports generated from key events, campaigns, projects and time periods and to generate visibility reports for the organization and its partners.
- Support the Global Public Relations Coordinator and Director of Communications and Marketing in the management of crisis communications.

### **Minimum Requirements**

- Minimum of three years' experience in communications and public relations, preferably with experience in the non-profit sector or relevant conservation disciplines.
- Bachelor's degree in communications, journalism, marketing, or conservation; Master's degree preferred
- Fluent in French (ideally French native speaking) and fluent in English, both verbal and written. Excellent French writing and communication skills.
- Sound understanding of the public relations landscape; best practices in media engagement, understanding audiences, outlets, writing and issuing press releases, coordinating press conferences and events, pitching media, placing Op/Eds, etc.
- Ability to communicate complex information to the general public.
- Demonstrated ability to work independently, manage projects, maintain attention to detail and meet deadlines.
- Proficient with Microsoft Office.
- Candidate must be highly organised, with exceptional attention to detail.
- Ability to handle fast-paced, multi-task environment under minimal supervision.
- Ability to work well with a small team.
- Goal-oriented, self-motivated, creative, highly flexible and adaptable to change.

To apply, please submit your CV and cover letter to [andrea@afrikanparks.org](mailto:andrea@afrikanparks.org) by **15 March 2019**.