



## Public Relations Coordinator

**Organization:** African Parks  
**Position:** Public Relations Coordinator  
**Location:** Johannesburg  
**Reporting to:** Global Media Manager  
**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 **Public Relations Coordinator** within the Communications and Marketing Department to be based in Johannesburg, South Africa, to support the delivery of the organization-wide public relations strategy. 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 motivated, personable individual with excellent command of English (and proficiency in French a plus). The candidate should have a thorough understanding of all aspects of both proactive and reactive media engagement, ideally with experience working in the conservation or non-profit sector. The primary purpose of the position is to:

- Work with the Global Media Manager to help execute effective media strategies to support African Park's communication objectives for key audiences at local, national, regional and global levels.
- Day-to-day: Maintain media management systems and procedures, including databases and the processing of enquiries; develop and maintain materials; help with the planning and coordination of any external engagement and events; help with media monitoring, reporting and relationship management.
- Help to identify and create opportunities for positive coverage and story-telling, while ensuring alignment with African Parks' brand and core values.

### Key Responsibilities

In this role, the Public Relations Coordinator will work closely with the Global Media Manager and be accountable for a broad set of day-to-day, proactive and reactive public relations activities, helping to elevate the brand of African Parks and the individual parks, as well as delivering support for other divisions and key partnerships.

- Identify story opportunities and compile pitches, in line with African Parks and the parks' communications objectives
- Field day-to-day reactive media enquiries: Work with the Global Media Manager to assess media applications, helping to coordinate responses and follow-ups as needed
- Maintain and compile media contracts, including for journalists, film crews, photographers and videographers, and for third party video and image requests

- Liaise with relevant parties, including at park level, to coordinate logistics for media visits
- Maintain and update media systems and materials, including coverage summaries, spreadsheets, living documents, press lists, and media monitoring and analytics platform Cision
- Compile supportive materials: coverage reports, content planning, pitches, Q&As / briefing documents, media packs/assets folders etc., and when needed drafting and distributing press releases
- Support the coordination of external engagement activities and events, including press conferences, in line with the media strategy: involved in planning, maintaining press lists, distributing invitations, follow-ups, drafting materials, and managing logistics
- Support the preparation and training of African Parks' employees in media engagement, helping with the identification and development of ambassadors
- Work with the Global Media Manager to monitor daily press coverage around the parks, African Parks, key partners, and relevant conservation news; and to track and report on coverage around campaigns and events
- Support the Global Media Manager and Chief Marketing Officer in the management of crisis communications

### **Minimum Requirements**

- Minimum of two 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
- Excellent written and verbal communication skills. Fluent in English, and French highly desired
- Sound understanding of the public relations landscape: Best practices in media engagement, understanding audiences, outlets, content gathering and compiling media materials, coordinating events, pitching media, etc.
- Excellent project management skills, delivering to tight deadlines with exceptional attention to detail
- Ability to communicate complex information to the general public
- Ability to handle fast-paced, multi-task environment; work well with an international team; creative, highly flexible and adaptable to change

To apply, please submit your CV and cover letter to [hadmin@africanparks.org](mailto:hadmin@africanparks.org) by **May 24<sup>th</sup> 2021**