



Position Title: Global Media Manager

Location: Bryanston, Johannesburg

Reporting to: Chief Marketing Officer

Type of contract: Full Time

Background

African Parks is a non-profit conservation organization founded in 2000 that manages 20 national parks and protected areas in 11 countries covering 17 million hectares. This is achieved through long-term agreements with national governments, putting in place funding solutions and establishing good governance and management to achieve ecological, social and financial sustainability.

Job Purpose:

The position is responsible for overseeing the development and execution of public relations and reputation management strategies to deliver on key objectives for African Parks' network of parks, its government partners and donors, targeting the relevant local, national, regional and international constituencies and markets. The position reports to the CMO, providing insight, identifying opportunities, and helping to guide the narrative, navigating nuance and risk. The position is line manager for the PR Coordinator with dotted lines to regional communications coordinators.

Key Responsibilities:

Strategic

- Define and deliver on the media communications strategy around key messages including developing story angles to pitch to key media outlets to engage proactively and build resilience in the brand
- Public relations strategy to develop and maintain relationships
- Hosting engagements with media to build relationships and debate topical issues, to provide opinion pieces and lead the narrative rather than being led
- Reputation Management and Crisis Comms strategy and approach together with the CMO
- Equipping our teams to engage with investigative journalists on tough questions and topics
- Handling of articles taking a negative view of our efforts to ensure a positive outcome
- Understanding and pre-emptively managing narratives around conservation approaches, community engagement and global warming and how this is tackled in the Africa context

Leadership / Management

- Line manager for PR Coordinator and link with regional communications coordinators – to provide support and development opportunities

Operational

- Spearhead communications plans and preparation for key announcements, events, conferences and projects as they pertain to the media space
- Donor and partner communications (ensuring alignment on joint communications strategies and delivery on visibility requirements and reporting) as it relates to press engagements
- Media monitoring, sharing, analytics, database, and curating Cision
- Daily monitoring and sharing on a timely basis via e-mail and whatsapp, including assessment and insights
- Maintenance and management of media monitoring, database, analytics platform Cision
- Media protocols updated and maintained
- Identification of priorities (reactive and proactive) for key audiences / international markets in line with AP objectives
- Media engagement and vetting
- Engaging with documentary film makers to establish which projects to support and how to structure the engagement together with the CMO
- Coaching / briefing representatives internally for engagement with media
- Story angles and messaging created to feed into media channels
- Press releases and statements
- Crafting Q&As, internal and external briefing documents, quotes and speeches, talking points
- Staff bios and developing profiling opportunities

Required qualification(s), competencies and experience:

- Minimum 8 – 10 years in media/PR management with strong writing skills
- Experience working in conservation/non-profit
- Post-graduate qualification in communication, journalism, marketing or conservation
- Track record of engaging with international journalists
- Highly creative with a strong commercial outlook
- Fluent in English (French highly desired)
- Excellent written, verbal and presentation skills
- Proficient in Microsoft office
- Ability to handle a fast-paced, multi-tasking environment; highly flexible and adaptive to change
- Experience in commercial and non-profit environments

*To apply, please email your CV and cover letter to hadmin@africanparks.org by **12 August 2022***