



Terms of Reference
Senior Officer Media Relations
WWF-Pakistan

Reporting to	:	Head of Communications
Employment Grade	:	C2 (Part Time)
Location	:	Karachi
Department	:	Communications

Working Relationships

External: Media Houses, Journalists, Freelancers, Bloggers, Publishers, Goodwill Ambassadors, Influencers, Event Managers/Planners

Internal: All employees

Summary

WWF-Pakistan is looking to hire a Senior Officer Media Relations with excellent writing and communication skills. The position will be responsible for strong media coordination (both print and electronic) across the main cities of Pakistan and will be responsible to develop, regularly update and implement WWF's media strategy, enhance WWF-Pakistan's media visibility and manage and advice on issues and crises on a case-by-case basis.

The position requires working with teams in a fast-paced environment.

Duties and Responsibilities

- Develop and implement a media engagement strategy to enhance WWF-Pakistan's work in digital, print and electronic media
- Build and maintain a media database of environmental beat reporters, journalists, freelance writers, etc.
- Strong coordination with media outlets across Pakistan
- Ensure media attendance and/or coverage of events, stories and environmental issues
- Develop, edit and disseminate PRs, blog articles, op-eds, feature articles, etc.
- Brief media personnel and respond to their queries in time
- Liaise between media personnel and WWF teams to respond on environmental issues, concerns, queries, etc.
- Monitor digital, print and electronic media to identify emerging issues for an organizational response and other media opportunities

Selection Criteria

Education, Experience and Working Knowledge

1. Masters/Four-year Bachelor's degree in Media, Journalism, Mass Communication or a related discipline
2. Two years of relevant work experience

3. Experience/expertise working for/with national level media houses, publications, channels, etc.
4. Excellent written and verbal English and Urdu

Other Skills and Attributes

1. Strong commitment to conservation and development issues
2. Excellent communication skills; ability to communicate effectively with a broad range of individuals within and outside the WWF Network
3. Attention to detail
4. Highly organized with excellent coordination skills; able to proactively identify and organize resources to support team members
5. Effective interpersonal skills
6. Articulate, passionate and flexible

WWF-Pakistan reserves the right to amend and upgrade these TORs from time to time, as may be required in the interests of the organization.