

## **Coordinator - Media Engagement**

Location: [Asia & Pacific] [Sri Lanka]

Town/City: Colombo - 09

Category: Communications

Job Type: Fixed term, Full-time

World Vision is a Christian, relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice.

We work through our main sectors – education, health and nutrition, water and sanitation, economic development and child protection – serving all people, regardless of religion, race, ethnicity or gender. Our work is always child-focused, participatory and community driven.

World Vision and has been in Sri Lanka since 1977 and currently serves in 30 locations in 13 Districts across the country through development programmes. In 2020 we directly impacted the lives of nearly 100,000 most vulnerable children and their families.

We are currently looking for dynamic & creative individuals to join us in our journey of caring.

### **Coordinator – Media Engagement**

#### **Location – Colombo**

#### **Job Profile**

The Coordinator – Media Engagement will build strong relationships with both local and international media to create new opportunities for the public and other key target audiences to engage with World Vision, and for World Vision to influence public opinion on development issues.

The Coordinator will also bring media on board to amplify and advocate the needs of the most vulnerable children in Sri Lanka.

### **Major Responsibilities**

- Development and execution of media engagement strategy through analyzing the media context, identifying potential key media partners, and engagement levels that will positively position World Vision.
- Build stronger relationships with both international and local media agencies.
- Daily media monitoring for news that can either positively or negatively affect the organization and for stories that are relevant to our work.
- Develop talking points for identified risks and update them regularly.
- Gather story content from the field programmes / projects to pitch to media and for World Vision's use, in compliance with corporate Brand and Messaging standards.

### **Required qualifications, experience & competencies**

- At least 5 progressive years of experience in media or media engagement.
- Experienced in crisis and reputation risk communications.
- Advanced Degree in Communications, Media, or Journalism, or Bachelor's Degree in Communications, Media, or Journalism.
- Excellent skills in writing media releases, Q&As, talking points for media interviews.
- Excellent skills in story writing.

- Language skills in translating.
- Ability to quickly identify newsworthy stories and pitch to relevant media.
- Fluency in at least two languages (English, Tamil / Sinhalese).
- This position requires traveling to field locations.

World Vision Lanka offers a competitive remuneration package based on individual competence and skills. If you meet the required criteria and wish to apply for this or any of the available vacancies, select the position you wish to apply for & submit your **on-line application** with your CV and details of three non-related referees on or before the given closing date.

***Only short listed candidates will be notified.***