

Specialist - Media Engagement and Reputation Risk

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.

Specialist – Media Engagement and Reputation Risk

Location – Colombo

Job Profile

The Specialist – Media Engagement and Reputation Risk is responsible to manage media engagement both during uneventful times and in emergencies. The role will analyze media contexts and actively forge relationships with well recognized local and international media institutions to increase the presence of World Vision Lanka in the media.

Major Responsibilities

- Develop and execute media engagement strategy through analyzing the media context, identifying potential key media partners, and engagement levels that will positively position World Vision Lanka (WVL)
- Ensure media preparedness of WVL by developing/ updating Message House, Media Universe, and regular media monitoring, media tracking, media landscaping etc.
- Manage media engagement both during peaceful times and emergencies by building stronger relationships with both local and international media through regular pitching of content from WVL Ministry focus areas and key global moments and campaigns
- Manage reputation risks for WVL by prior preparation of risk messaging in consultation with the Regional Lead on Reputation Risk Management
- Train media spokespeople and build capacity of key staff on the ground

Required qualifications, experience & competencies

- At least 6 – 7 progressive years of experience in media or media engagement
- Experienced in crisis and reputation risk management and communications
- Bachelor's Degree in Communications, Media, Journalism, or a related field
- Excellent skills in developing media pitches, key messages, Questions & Answers, talking points for media interviews, writing news releases
- Excellent skills reputation risk management, developing risk messaging and media statements

- Thorough knowledge in media interests and story leads and ability to identify pitches
- Fluency in at least two languages (English, Tamil / Sinhalese). Language skills in translating

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.