



## **Job description – Senior Communications and Media Officer**

**Reporting to:** Head of Communications.

**Purpose of the role:** The Senior Communications and Media Officer is responsible for leading HEAL's media and communications activities on specific chemicals files under the content guidance of the Health and Chemicals Programme Lead. This involves supporting the programme's media outreach activities, developing and implementing effective public communications strategies on chemicals, and building and sharing compelling stories that help raise public and political awareness on the programme's priorities.

### **Key duties:**

#### **Press and media outreach**

- Identify opportunities for, and support the Health and Chemicals programme in the promotion of HEAL's work to a wide range of audiences through a variety of outlets and channels
- Lead in obtaining appropriate coverage for HEAL through identifying opportunities for media visibility, responding to media enquiries, pitching stories, and organising interviews for Health and Chemicals team members
- Monitor, record and report on HEAL media coverage
- Develop and maintain a robust network of media contacts for HEAL

#### **Communications strategy and narrative development**

- Take the lead in developing and implementing HEAL's communications strategies on chemicals files under the guidance of the Health and Chemicals Programme Lead, with support from the Head of Communications as necessary
- Contribute to developing and implementing HEAL's overall communications strategy and plans, together with the other members of the Communications team
- Keep abreast of the latest innovations in storytelling and take the lead in sharing Health and Chemicals content innovatively, in coordination with the Chemicals and Communications teams

## **Content creation**

- Create high-quality written and visual content for HEAL's online and offline communications channels
- Review and edit content created by Health and Chemicals Programme staff members with a view to effectively translate science to accessible policy and public messages
- Support public speaking engagements of the Health and Chemicals Programme

## **Organisational development**

- Help foster a continuous learning environment at HEAL
- Contribute to HEAL's fundraising efforts and support HEAL in meeting its reporting obligations on Health and Chemicals communications activities
- Participate actively in HEAL meetings and HEAL general assembly

## **Person specification**

### *Required skills, knowledge and experience*

- Postgraduate qualification or equivalent experience in communications, journalism, media studies or any other relevant field
- At least 5 years of experience in an external communications role
- Understanding of the media, experience in securing media coverage for an organisation and establishing and developing a network of media contacts
- Experience of successfully delivering communications strategies and publication plans targeting different audiences through different communications channels
- Knowledge and experience of creating different types of content, including social media posts, articles and video/audio content
- Native or near native level English writing skills, with the ability to convey information in a compelling and concise way and to re-package complex or technical content in an accessible format
- Strong project-management skills and attention to detail
- Excellent interpersonal skills and the ability to engage with, and influence others across a team and organisation
- Demonstrable experience of working well in multi-disciplined/cross-functional team
- Excellent computer, IT skills, Microsoft Office applications, knowledge of design programmes such as Adobe Creative Suite and/or Canva

- Commitment to HEAL's values and mission

*Desirable skills, knowledge and experience*

- Qualification and/or experience in science communication
- Interest in, and some knowledge of, environmental and health issues, especially related to the use of chemicals and pesticides
- Good understanding of the EU regulatory processes
- Experience with content management systems (e.g. WordPress) and web analytics
- Experience in events planning and organisation
- Knowledge of additional European languages