

Job Description
News Department

Position: Media officer (positions needed)
5 Media officer

A: ACCOUNTABILITY

People accountable to: Marketing Manager, Station Manager, and the Management Committee.

B: OVERALL PURPOSE OF POSITION: Media officers function as liaisons between organizations and the media, performing an integral role in a company's public image. They plan, create, and publish Madibaz Radio's media content. This includes but is not limited to: Posters, videos, pictures, press releases, and blogs.

C: KEY AREAS OF RESPONSIBILITY

- Plan, Produce and edit Audiovisual content.
- Create engaging media campaigns.
- Preparing, writing, and editing articles and press releases for the media
- Consulting with journalists, managers, and other media representatives
- Organizing, planning and executing interviews, PR events and press conferences
- Tracking and monitoring news, trends, current affairs and coverage of the organization in the media
- Contacting journalists about current or upcoming media campaigns to try and interest them in providing PR coverage.
- Researching, planning, and producing initiative-taking media campaigns
- Providing stakeholders and management with evaluation reports about the organization's media coverage
- Attending press conferences and interviews with spokespeople on behalf of the organization
- Advising management and stakeholders about how to respond to the media.
- Promoting positive media relations by fostering relationships
- Updating the organization's website and social media pages
- Responding to urgent media enquiries during unforeseen PR events or organizational crises
- Other duties as assigned.