



# ELTON JOHN AIDS FOUNDATION

## ROLE DESCRIPTION – MEDIA MANAGER

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The Elton John AIDS Foundation was established in 1992 and is one of the leading independent AIDS organisations in the world. The Foundation's mission is simple: an end to the AIDS epidemic. We are committed to no more discrimination. No more HIV infections. No more AIDS deaths. No matter who or where you are. People can live a full and healthy life with HIV yet 10 million people living with HIV today are not accessing life-saving treatment. Many of them are gay men and other men who have sex with men, adolescents, people who inject drugs, sex workers, and transgender women. Most new infections are in these marginalised groups and they face stigma, discrimination and violence. This just isn't good enough when there are prevention and treatment tools available. The Foundation harnesses local expertise across four continents to spread awareness, prevent infections, provide treatment and motivate governments to end AIDS.

The Foundation is supported by a staff of 25 operating out of offices in London and New York. At the beginning of 2019 we began an ambitious five-year strategic plan to further our vision and expand our staff and resources. It is essential that our team is made up of individuals who share our passion for the important life changing work that we do.

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### **Job Description Summary**

The Media Manager is a full-time post based in New York, USA under the direction of the Communications Director. The Media Manager will drive the Foundation's media strategy and manage communications plans for a range of projects including our events and corporate partnerships and will work closely with our digital communications officer based in the UK. Importantly, this role will manage press opportunities for the Foundation's spokespeople to build their profiles in the US and UK. This is a key creative post responsible for running our 'press office,' serving as the first point of contact for media enquiries. The Media Manager is responsible for building and maintaining strong media contacts, monitoring all press mentions, supporting the Foundation team with excellent writing skills, providing support on fundraising products (including writing and production of the annual report), managing the media strategies for major corporate partnerships and other projects as assigned. This role will require someone who can get up to speed quickly on the key issues relating to HIV to ensure our voice continues as a leader. This role requires someone who is passionate, driven and believes in the Foundation's mission to end the AIDS epidemic and can amplify our leadership, brand and voice.

### **Duties & Responsibilities**

- Drive proactive media interest for the Foundation and manage all PR opportunities including writing press releases and stories, media pitching, writing documents/guidelines
- Serve as a main point of contact for corporate partners
- Write and manage media plans for events and corporate partnerships
- Monitor, track and create reports on our media engagement
- Work with content producers to commission photography and film
- Engage influencers in support of the Foundation
- Support the wider Communications & Brand Strategy for the Foundation

- Write and manage communications products (such as the Annual Report) for the Foundation to align with our voice and mission to make our work comprehensible and relatable for a variety of audiences
- Work with the digital communications officer on our database of case study stories from our grants to use in media campaigns
- Work on special projects as assigned

### **Knowledge, Skills and Experience**

- Excellent interpersonal, verbal and written communication skills
- Strong storytelling skills
- Proven media relations skills
- Strong networks with media journalists
- Proficiency with media monitoring tools
- Knowledge and understanding of the public or global health landscape
- Experience working in a celebrity charity environment is welcomed but not required
- Demonstrated experience of managing crisis communications scenarios
- Able to adeptly work to meet multiple deadlines and work under pressure
- Quick learner with a great attention to detail and accuracy
- Ability to establish and maintain effective working relationships with people in a diverse environment with sensitivity and respect for culture

### **Eligibility Requirements:**

- Five years' experience in a press office or media environment
- Excellent written English and ability to easily adapt to different styles and tones of voice
- Bachelor's degree
- Must have authorization to work in the USA

### **How to apply**

The Elton John AIDS Foundation has selected Chaloner, a national executive search firm as its partner to identify the right talent for this position. Please apply [here](#).