



U. S. Senior Media Officer

Job Title: U.S. Senior Media Officer
Branch: Communications & Development
Reports to: U.S. Director of Communications & Development
Direct Subordinates: 0
Location: Silver Spring, Maryland (Hybrid)
Salary: \$65,000 to \$75,000

Background

[Humanity & Inclusion](#) (HI) is an international humanitarian organization that works to improve the living conditions of people with disabilities, as well as people living in disabling situations in post-conflict or low-income countries. Founded in France in 1982, the Humanity & Inclusion Network counts more than 4,500 personnel working in more than 60 of the world's lowest income countries. Eight national associations, based in the United States, France, Switzerland, Belgium, Germany, Luxembourg, Great Britain and Canada, provide overall support for the field programs, which are implemented by country teams with support from headquarters staff in France and Belgium.

Humanity & Inclusion's programs reduce and address the consequences of disabling accidents and diseases; clear landmines and unexploded ordnance and prevent mine-related accidents through education; respond fast and effectively to natural and civil disasters in order to limit serious and permanent injustices and to assist survivors with social and economic reintegration; and advocate for the universal recognition of the rights of the disabled through national planning and advocacy and for the elimination of landmines and cluster munitions.

The U.S. National Association of Humanity & Inclusion is a 501(c)3 organization with an independent Board of Directors, is a constituent member of the Humanity & Inclusion network and has offices in Silver Spring, MD. The U.S. national association supports the work of Humanity & Inclusion by securing and managing grants from U.S. governmental institutions and private foundations; mobilizing private and public financial support; representing Humanity & Inclusion with national, international bilateral and multilateral institutions based in the U.S.; and raising the organization's profile. The US national association raises approximately \$30 million per year, of which 98 percent derives from the U.S. Government. The national association conducts active outreach to the US public through electronic and other media.

The Senior Media Officer is a member of the Communications & Development team for Humanity & Inclusion U.S. This is a new position to contribute to HI's global strategy by providing support to HI US in raising awareness of HI's work among globally minded Americans in key U.S. publications. The Senior Media Officer works in close collaboration with the HI Network Division of Communication & Fundraising, accounting for the values, standards, and planning of the HI Network. The Senior Media Officer will take part in weekly calls with their media colleagues in the global network.

The Senior Media Officer ensures the timely response to any media requests they are following;



follows these requests through the HI Network; prepares key spokespersons as needed; conducts regular outreach to journalists who cover topics related to the work of HI; increases the awareness of HI as an indispensable NGO among target audiences via earned media placement.

Key Areas of Responsibility

Update and maintain regional media lists for HI US, establish links to target journalists (about 30%)

HI US works with journalists writing for US publications, and needs to regularly update its roster of journalists based in key overseas bureaus (e.g., Hong Kong, Johannesburg, Beirut/Amman, Nairobi). The Senior Media Officer will track down journalists with bylines in key regions, and add those reporters to relevant lists in the media database (Agility). The Senior Media Officer will follow closely any media outreach and media requests identified in this grouping, or any other journalists assigned to the portfolio by the U.S. Director of Communications & Development.

Push for positive coverage of HI in key topic areas (about 40%)

The Senior Media Officer will craft relevant pitches to journalists on topics such as the wars in Israel-Gaza, Ukraine, Sudan, and beyond. Other key topics include HI's work against use of explosive weapons in populated areas, rehabilitation, response to natural disasters, inclusive education and inclusive livelihoods. They will write, edit and distribute press releases and statements on key topics and publications, and publish relevant media content on the HI US website. The Senior Media Officer will produce high-quality pitches, and success will be measured on engagements such as email exchanges, phone discussions, booked interviews and media hits.

Research op-ed and letter-to-the-editor placements in domestic publications (about 10%)

HI US regularly submits letters to the editor (most often with its Executive Director as author) in response to articles that relate to our expertise and advocacy. In 2024, one objective is to place more op-ed pieces (longer form) in key US publications. The Senior Media Officer will draw up a list of possible topics for HI US to build out for submission, craft content that is approved for development and pitch submissions to target publications, working in close coordination with the U.S. Director of Communication & Development and the U.S. Executive Director.

Grant communications (10%)

The Senior Media Officer will support the Institutional Funding team to ensure that projects funded by key institutional donors, such as USAID, the US Department of State, and key foundations, are well documented and promoted regularly on the HI US social media channels and website. They will work with the Institutional Funding team and field colleagues to track required and/or budgeted communications deliverables from these partnership-funded projects. They will work with funding partners to submit content for use on their respective social channels, websites and publications i.e. International Days, photo contests, stories of impact. They will also ensure that new images received through the network that showcase these projects are noted for being funded, at least in part, but our partners.

Other duties (10%)

The Senior Media Officer will participate in regular meetings of the US Communications & Development team, will attend remote, Thursday morning meetings of the global Media Officer call, and will support strategic planning and annual planning exercises. The Senior Media Officer



will have other duties as assigned by the US Director of Communications & Development, which may include tasks such as creating fact sheets to promote the organization's thought leadership or writing and editing stories about HI's activities for the HI US website or other publications.

Some domestic or international travel may be required (up to 5%).

Qualifications

Must-haves

- Bachelor's degree, or relevant experience
- 5+ years of experience in a previous communications role, or related field such as journalism
- Experience pitching stories to journalists
- Strong familiarity with national and regional U.S. media outlets and reporters
- Excellent written communication skills
- Appreciation (and adherence to) of deadlines
- Ability to simplify and synthesize complex issues and text

Bonus if you do...

- Experience in international development and/or extensive travel
- Experience with organizations promoting the rights of persons with disabilities, or directly with persons with disabilities
- French language competency

If you feel hold some but not all of the above qualifications, please apply. We'd love to hear from you!

We will only consider applications from U.S. citizens, or from applicants who already have permission to work in the United States.

People with disabilities are strongly encouraged to apply.

More information

Humanity & Inclusion is an equal opportunity employer. We value a diverse workforce and an inclusive culture. Humanity & Inclusion is committed to maintaining a work environment that is free of discrimination based on any grounds protected by applicable federal, state or local laws. These grounds generally include race, color, religion, national origin, gender, age, marital status, sexual orientation, gender identity, disability, genetic information or carrier status, pregnancy, victims of domestic violence, military status, alienage, citizenship status, or any other legally protected status. Applicants for employment are recruited and hired on the basis of their qualifications for the job. Promotion decisions will be made without discrimination and on the basis of performance and qualifications.



Application procedures and notes

Please submit a resume, as well as a cover letter explaining (1) why this role appeals to you, (2) how it connects to your prior experience, and (3) how you've helped another organization improve its outreach to media to recruit.usa@hi.org with the subject line "Senior Media Officer."

Deadline: Until position is filled

Reminder: Pre-existing authorization to work in the United States is required. Applicants without existing work permission in the United States should not apply.

Humanity & Inclusion is happy to meet any reasonable accommodations that an applicant requires.

To request such reasonable accommodations at any point in the recruitment process, please contact: Diana Hromockyj by email at d.hromockyj@hi.org or phone at (301) 891-2138. All self-disclosure is voluntary and personal information is strictly confidential.