

Operational / External Title: Media Specialist	
Role Title:	Media Specialist
Date of JD Review:	July 2025
Department:	Co-CEO Office
Team:	Media
Tenure:	Full time- 18 months' Fixed-Term
Band & Range:	Band C
Location:	London- Hybrid (1 day per week in office)
Reports to:	Head of Media and Reputational Engagement
DBS check required:	Yes/No [DBS Roles]
Role requires travel:	Yes-limited UK
Budget Holder	No
Direct Reports:	No
Indirect Reports:	No
Dotted line reports:	No
Does This role require International Travel:	No
<p>Internal Key Contacts: Data Protection, The Funding and Advocacy & Impact departments – collaborating on planned campaigns, campaign and advocacy colleagues – providing timely and appropriate response to 24/7 news agenda, Humanitarian programme colleagues - focusing on both long lead and rapid onset emergencies</p> <p>External Key Contacts: Delegated external contacts including high profile spokes people, freelance media professionals supporting the in-house team, particularly on long-lead projects</p>	

Purpose Of the Role:

Are you a passionate communicator and media professional who believes in the power of storytelling to drive change? Do you want to help shape a fairer world by amplifying the voices of feminist movements and communities experiencing injustice?

At ActionAid UK, we're looking for a Media Specialist to join our dynamic Media and Reputational Engagement team. In this pivotal role, you'll respond to media enquiries, pitch impactful stories to journalists, and craft bold narratives that reflect the lived realities of women and girls around the world.

Working closely with partners, activists, and spokespeople, you'll write compelling talking points, prepare media materials, and contribute to the development of strategic messaging that supports our campaigns and organisational goals. You'll also help ensure that our storytelling remains rooted in our anti-racist and feminist values, presenting people's experiences with depth, dignity, and respect.

Main Accountabilities:

Operational responsibilities

- A confident media professional with a strong background in media relations, ideally in an advocacy or campaigning context, with experience securing high-level coverage on complex issues that ActionAid works on
- A natural storyteller and sharp writer with excellent attention to detail, someone who can write media releases, op-eds, blogs and social posts for multiple fast paced workstreams
- Experience preparing spokespeople and working on sensitive, high-profile issues, including those from ActionAid partners and wider social movements
- An understanding of the UK media landscape and how to build trusted journalist relationships
- A commitment to equity, anti-racist communication, and feminist values
- Someone who can use our principles of anti-racist storytelling to ensure people's stories are being told in a way that is representative of their complex lived realities
- Supporting the ActionAid International Humanitarian Delegation with communications support during global emergencies.
- To contribute to the effective and efficient running of the press office, fielding enquiries and comments and escalating appropriately. This includes

working out of office hours on a rota basis to ensure that AA has the capacity to actively respond to relevant breaking news stories and humanitarian emergencies across print, broadcast and social media.

- To undertake other duties which are in line with the general level of responsibility of the post.

Team support

At ActionAid, we're working to and expect our staff to join us to:

- Decolonise our systems and practices to confront the root causes of inequality and injustice
- Champion women's rights organisations and feminist movements as the drivers of lasting, systemic change
- Build political and public support for fairer, more just global systems
- Strengthen global solidarity networks, rooted in mutual care and shared purpose
- Re-envision and create equitable ways of working, within our organisation and across our partnerships
- To effectively represent the team and actively contribute at internal meetings, away days, staff briefings, external events, and conferences as needed.
- To help train new staff and participate in their induction to AAUK.
- To engage with and demonstrate commitment to AAUK's mission, vision, values and strategic aims, ensuring alignment with wider team's vision, plans and objectives.
- To understand and adhere to AAUK's policies and practice.
- To proactively engage with the performance management process and take responsibility for seeking appropriate development opportunities including attending relevant organisational and external training courses

EXPERIENCE, KNOWLEDGE & EXPERTISE

Essential Criteria:

- Commitment to AA's vision, [mission](#) and values, including a commitment to [feminist principles](#), safeguarding, and working in an organisation committed to working for the rights of women and girls.
- Commitment to AA's values of Equality, Diversity & Inclusion and upholding the values of becoming an anti-racist decolonised INGO.
- ActionAid UK is committed to preventing any form of sexual harassment, exploitation, and abuse (including child abuse and adult at-risk abuse) and

responding robustly when these harms take place. We expect all ActionAid UK Staff and ActionAid UK Associated Personnel to share this commitment.

- Commitment to continually improving your digital skills and knowledge within the working environment.
- At least two years of experience working in media, ideally for a large non-governmental organisation or charity
- Excellent editorial and/or writing skills
- Experience of securing high profile media coverage
- Experience of working in news and PR across print, broadcast and social media channels
- Strong knowledge and demonstrable engagement in current affairs, international development and women's rights
- Understanding of ActionAid's approach decolonial and anti-racist communications
- Ability to build a strong internal and external network with identified individuals across the media industry (e.g. journalists and content producers) in traditional and social channels
- Strong copywriting skills for different a range of traditional and social channels
- Ability to be able to respond appropriately in highly reactive or crisis situation, manage deadlines and rapidly changing priorities
- Prepared to work outside of normal office hours
- Ability to work collaboratively and contribute effectively in a complex matrix environment with a focus on agile project working

Desirable Criteria:

- Experience of living and working in the "Global South", especially regions where we are funding programmes & projects
- Experience of working for an INGO
- Social networking experience and social analytics tools knowledge
- Experience working in a humanitarian setting on global emergencies
- Experience in global spaces such as UNGA, COP, WPS and others
- Additional language skills
- Experience working with rights-based movements

It is expected that everyone at ActionAid UK will work to support and strengthen our desired culture of being bold, connected, diverse, optimistic, open and respectful through the way they approach and deliver their work by:

- Being accountable and responsible – your individual way of working
- Being innovative and collaborative – how you get things done
- Being empowering and trusting – how you build and sustain relationships.