Job Opening

Media Manager (m/f)
Marketing and Communications Unit

23 March 2018

The Mission

FSC works to take care of our forests and those who rely on them: by protecting plant and animal species, Indigenous Peoples’ rights, forest workers’ safety, and much more. We achieve this through FSC certification, ensuring forests around the world are responsibly managed. For more information on FSC, visit our website at www.ic.fsc.org.

To effectively meet the challenge of protecting the world’s forests, we are committed to ensuring we have the world’s most skilled people working with us. This commitment extends to everyone that works in FSC around the world: from those that lead the design of policies and standards, to those that roll out those same policies and standards on the ground, and to those that provide us with backbone to do our work.

As a growing organization, we are expanding our staff capacity in Bonn, Germany. To this end, we are looking for an engaged Media Manager for the Marketing and Communications Unit who brings solid expertise and a passion for FSC’s mission, to work with us in a multinational environment.

The Scope

The Media Manager will work as part of the Communications and Marketing Unit (Communications Department) to engage with media and stakeholders to further the FSC story and manage reputational issues.

The Role

- Identify story angles about FSC and target these to relevant journalists; facilitate the gathering of the story.
- Respond to queries from journalists.
- Ensure the FSC media engagement strategy ties in with communications strategies, including those related to issues management, our online presence and programmes within FSC.
- Write media statements, social media material and supporting documents (FAQs, fact sheets, etc.) related to identified issues (both reactive and proactive).
- Liaise with relevant departments on an ongoing basis, keeping informed about issues.
- Receive and tend to request for assistance from global network of offices, and decide on appropriate response/s. Initiate where appropriate.
- Help identify potential threats to FSC, and continue to update FSC’s proactive issues management plan.
- Liaise with the head of External Affairs and the Social Media Officer to identify and address issues.
- Ensure relevant materials are sent to relevant journalists.
- Respond to queries from journalists regarding ongoing issues.
Your Profile:

- **Education and Training:**
  - University degree in a relevant field (e.g. journalism, media, communications).

- **Working Experience, Style and Skills:**
  - At least 5 years of professional experience in working with journalists, preferably on a regional or global level.
  - Proven experience in handling reputational issues and crisis communications.
  - Good time management skills: Ability to perform well while handling simultaneously a number of functions.
  - Solution-oriented and service-oriented attitude to work.
  - Project management experience.
  - A strong sense for diligence and accuracy.

- **Languages:**
  - Mother-tongue fluency in English (spoken and written).
  - Spanish is a plus.

- **Computer Skills – good skills in the use of/experience with:**
  - Standard software packages (MS Office).

- **Communication Skills:**
  - Exceptional writing skills, including the ability to shape messages for intended audiences.
  - Experience in communicating with the media.
  - Social media experiences.
  - Ability to establish and maintain positive interpersonal relation.

**What we offer:**

A full-time position (40 hours/week) with flexible working hours located in Bonn, Germany.
An exciting working environment in an international setting.
Assistance with relocation costs.
The position is limited for two years.

**Start date:** 01 June 2018 or as soon as possible.

**How to Apply:**

Please send your motivation letter (including your net salary expectation) and your CV in English as email attachments to Recruitment_2018_2@fsc.org

Please do not send any photos and make sure to insert ‘Media Manager (m/f) 2018 - Your Name - 2018’ in the subject line of your email.

**The deadline for applications is 19 April 2018.**

We will confirm receipt of your application. However, only candidates shortlisted for an interview will be further contacted and will receive notice of the outcome of the selection process. Should you not receive a confirmation of receipt please check your spam filter and if you cannot find it there contact us at Recruitment_2018_2@fsc.org

We are looking forward to your application!

The FSC HR Team