Global Media Lead

**February 2017**

**Location: Kings Cross, London (& remote)**

**Salary/Rate: tbc** *(depending upon experience)*

**Type: Short term Contract – 26 days over 3 months**

**Term: March 2017- May 2017**

Please note: There may be an opportunity for a second contract from September – November 2017.

***Would you like to develop and manage the global media strategy for an exciting international educational campaign, focused on outdoor play and learning? If so, this is the role for you!***

**About Project Dirt**

[Project Dirt](http://projectdirt.com/) is a social network for community action groups doing good in their neighbourhoods. It is the largest network of its kind in the UK, currently hosting over 3,000 community projects and growing.

The Project Dirt platform exists to enable these fantastic community projects get the resources they need and promote themselves. To do this we connect them with companies that are willing to donate the key resources they need, typically; funding, volunteers & tools.

Project Dirt offers clients (mainly companies and local authorities) a campaign management service that allows them to; discover local projects, build real relationships, promote good-news stories and report their impact easily.

**About the campaign**

We’ve been appointed by Unilever’s Dirt is Good team, who have a big focus on getting children outdoors, to run and develop the Outdoor Classroom Day campaign.

**Scope**

Outdoor Classroom Day is a Global Campaign driven at the grassroots in at least 15 countries worldwide, to reach out to schools in at least 70 countries, targeting primary aged children (3-12) between 2016 and 2020.

**Purpose**

The purpose of Outdoor Classroom Day is to challenge and change the dominant culture that devalues and ignores children’s need to play and be outdoors, to connect with nature, to be active, to develop independence and build resilience, and to simply enjoy childhood. The purpose of Outdoor Classroom Day is to make outdoor learning and play part of every school day.

Schools are leaders in their communities. They are also the easiest route to children and parents globally. This campaign seeks to encourage schools to champion outdoor learning and play so that they go beyond the school gate, and become part of children’s everyday lives once more.

**Actions**

Outdoor Classroom Day will:

* Challenge teachers and parents to give children the best outdoor learning and play opportunities every day, and to learn how to make the most of their outdoor environments.
* Raise awareness that every child needs to engage in outdoor learning and play so they can have a happy childhood now, and learn, develop, and build skills for the future.
* Motivate schools to get involved in a single day of action, this year on Thursday 18 May 2017.
* Inspire schools to make sure children can get outdoors to learn and play all year round.
* Create a culture change so parents and communities think of playing outdoors every day as an essential part of childhood.
* Get at least 10 million children playing and learning outdoors on Outdoor Classroom Day in at least 50,000 schools worldwide by 2020 – and strive to make that 50 million!
* Build a global community of NGOs, corporates and other organisations with shared goals to make play and outdoor learning part of every day for children across the world.

**Goals**

To build a movement that inspires change so that children around the world get outdoors to learn and play every day at school.

**What is the purpose of this role?**

* To support the Communications Manager in the development of the Outdoor Classroom Day 2017 global media strategy, working with Unilever’s PR agency.
* To work with the Communications Manager to deliver the media strategy and drive awareness and action for the Outdoor Classroom Day Campaign.
* To work with in-country PR teams in participating markets around the world to maximise coverage of the Outdoor Classroom day campaign in their market.
* To help maximise school participation with the campaign in the target markets and globally.
* To build a set of global campaign resources and strategy, ensuring growth in future years.

**Key Responsibilities**

* Work with the Communications Manager, Global Partnerships Manager, Unilever team and Unilever PR agency to create and deliver a global media strategy for the Outdoor Classroom Day Campaign in 2017.
* Create significant media coverage for the key audiences around Outdoor Classroom Day 2017 in target countries and internationally.
* Support NGO, Unilever and agency in-country PR leads, to ensure that there is effective local media engagement.
* Create opportunities to directly build international awareness of the campaign in 2017 and future years.
* Create a set of effective and market relevant resources that can be translated and tailored by in-country PR teams to deliver the global and local media strategies.
* Develop a clear measurement system for coverage achieved to feed into the overall campaign evaluation.
* Build and maintain relationships with key media contacts, ensuring strong links with influencers, journalists and broadcasters.
* Identify, and ensure the organisation is aware of, competitor activity.
* Maintain and build working relationships with Unilever’s PR agency to maximise opportunities for joint working and ensure effective forward planning.

**Person specification**

**Essential**

* A confident, strategic decision maker with the ability to devise and implement media relations strategies that encompass a range of different media and audiences
* Track record of designing and delivering media campaigns that achieve coverage in international, national, regional and online media.
* Excellent news sense and an understanding of what makes a good story for different type of media and audiences.
* Results-focused approach and understanding of modern measurement techniques and evaluation frameworks.
* Understanding of the role that media can play in shaping the political and public policy agenda.
* Excellent written and verbal communications skills with the ability to work with multiple agencies and campaign partners.

**Desirable experience**

* Working with NGOs.
* Working in the education, play or children’s sector.
* Fluency in one or more of the following languages: Spanish, Portuguese, French, Hindi, Urdu, Mandarin, Vietnamese, Indonesian, Turkish.

**How to apply:**

To apply for this position please email Claire Colvine on [hellocolvine@gmail.com](mailto:hellocolvine@gmail.com) with an attached CV and covering letter of no more than one side about why you feel you're suitable for the position. Please also include your rates.

**Deadline for applications is midnight Sunday 19 February**

**Interview dates 23 and 24 February (in London or via Skype)**

**Start date from Monday 6 March**