

## **Avaaz position description: Media Campaigner**

*Avaaz is seeking an media campaigner to support Avaaz's campaigns and communications work in Arabic.*

### **Avaaz background**

Avaaz is an international campaigning organisation with a simple democratic mission: to close the gap between the world we have, and the world most people everywhere want. Avaaz (the name means "voice" or "song" in many languages) works on issues ranging from climate change and environmental protections to human rights, conflict, poverty, and democracy, using online campaigns to instantly mobilize people everywhere to confront injustice anywhere.

The organisation has enjoyed a meteoric rise since launching in 2007, reaching 10million members and climbing fast. Avaaz members have taken over 40 million actions, told over 60 million friends about Avaaz campaigns, donated more than \$19 million online, and organised 10,000 rallies and events in every country of the world. Operating in 16 languages with a staff of 40, Avaaz is 100% member-funded.

In the Middle East, Avaaz has been supporting the revolutions across the region. Over the past six months we have been supporting the revolutions with setting up citizen journalist networks across Syria and Yemen that have been providing the international media with almost a third of the footage they have used, have documented all those that have disappeared in Syria and ensured that oil sanctions were placed on the regime. In Yemen we have been investigating corruption within the regime, supporting the emerging opposition movement and lobbying governments for change. Our work is fast paced, change focused, highly connected with the movements on the ground but also driven to have high impact and distinctiveness.

We now have over 150,000 Arabic members and have only just scratched the surface of what's possible. As Avaaz enters its fifth year, it is poised for achieving dramatic growth in both scale and the scope of its work and diversification of its strategies and tactics for achieving positive change.

### **Job description**

Specific responsibilities include:

- Developing and implementing creative media and communications strategies for Avaaz campaigns.
- Expanding Avaaz's media relationships and brand in the Arabic media which is the priority locations, but happy to work in other location as / when needed.
- Writing media materials and briefings for staff.
- Building relationships with top tier media outlets and reporters.
- Media monitoring and management.
- Develop and support general Avaaz campaigns work.

The Media Campaigner directly reports to the Campaign Director (Communications)

### **Qualifications**

## Required

- 3+ years experience in press relations either in PR / media liaison or journalism.
- Fluent in Arabic and English with one additional language (ideally French OR German proficiency/fluency as well)
- Excellent writing and verbal communications skills
- A flair for big / innovative ideas which will be attractive to the press.
- Demonstrated knowledge of Arabic-language and Arab media.
- Social & digital media friendly.
- Ability to interact cooperatively and effectively with staff, volunteers, and the public.
- Ability to meet strict deadlines, work under pressure and travel at short notice.
- Political strategy, online organizing, and campaigning skills.

## Location

Avaaz is a global organization, with most staff working collaboratively in a "virtual office" environment from four continents; staff can reside wherever they wish though the strong preference is for within the Middle East region. The team also meets for week-long retreats twice per year in different locations around the world.

## Compensation and Benefits

Salary varies with location and experience, but is highly competitive with leading non-governmental organizations. Benefits also range with location, but include 4 weeks paid vacation per year. The contract is for one year, with the strong expectation that a successful year will lead to a longer term commitment.

## To Apply

Interested candidates should apply via the web form [http://www.avaaz.org/job\\_application\\_form](http://www.avaaz.org/job_application_form)