

Media Manager – Job Description

Job purpose

The Media Manager is responsible for leading and managing HAND's Media Department and ensuring effective communication of the organization's programmes, achievements, impact, and institutional identity. The position develops and implements media and communication strategies, manages media campaigns and digital platforms, oversees content production and media coverage, and ensures consistent visibility of HAND and its partners.

Job responsibilities

1. Strategic Media and Communications

- Develop and implement HAND's media and communication strategy, annual action plan, campaigns, and priorities in line with organizational objectives and programme needs.
- Identify communication opportunities and develop key messages that effectively present HAND's programmes, achievements, impact, and organizational identity to different audiences.

2. Media Relations and External Engagement

- Build and maintain professional relationships with local, national, and relevant international media, journalists, photographers, and communication partners.
- Coordinate media coverage of HAND activities, events, achievements, and programme milestones, including press releases, interviews, media visits, and other media opportunities.

3. Content Production and Digital Media

- Lead the planning, production, review, and dissemination of high-quality written, photographic, video, graphic, and multimedia content for HAND's communication channels.
- Oversee HAND's website and social media content, ensuring regular, accurate, engaging, and consistent communication across platforms.
- Develop and supervise campaigns, success stories, human-interest stories, programme highlights, publications, and other communication materials.
- Ensure programme information and technical achievements are translated into clear and accessible messages for donors, partners, communities, media, and the general public.

4. Team Management and Coordination

- Lead, supervise, and support the Media Department team, including assigning responsibilities, setting priorities, monitoring performance, and identifying capacity-building needs.

5. Visibility, Branding and Donor Communications

- Ensure consistent application of HAND and donor branding and visibility requirements across projects, centres, schools, events, publications, digital platforms, and other communication materials.

- Coordinate the production and review of visibility materials and ensure appropriate use of logos, key messages, and visual identity requirements.

6. Monitoring, Reporting and Documentation

- Maintain an organized media and communication archive and monitor communication performance, including media coverage, audience engagement, and reach, and prepare periodic reports and recommendations for management

Qualifications and Experience

- Bachelor's degree in Media, Journalism, Communications, Public Relations, Marketing, or a related field; a postgraduate qualification is an advantage.
- At least 5 years of progressive professional experience in media, communications, journalism, public relations, or a related field, preferably with an NGO/INGO or development organization.
- Demonstrated experience in media strategy, digital communications, social media management, content production, media relations, and communication campaigns.
- Proven experience in managing and supervising a media/communications team and coordinating multiple communication activities simultaneously.

4. Skills

- Strong storytelling, editing, media relations, and public communication skills.
- Excellent written and verbal communication skills in Arabic and English.
- Excellent knowledge of social media platforms, digital communication trends, and multimedia content production.
- Strong photography, video production/editing, and content-development capabilities.
- Ability to translate complex programme information into clear, engaging, and audience-appropriate communication materials.
- Strong organizational, coordination, prioritization, and time-management skills.
- Strong understanding of safeguarding, confidentiality, informed consent, and ethical media practices.

You are kindly requested to submit your resume and portfolio to the following email address: career.sy@hand.ngo, with the subject line "Media Manager". Please note that applications without the correct subject name, or without a portfolio, will not be considered.