

## Media Relations Manager

---

**Location:** London

**Duration:** Permanent, Full-Time

**Start Date:** ASAP

**Reporting to:** Associate Director, Communications

**Salary:** Competitive for non-profit sector

**Benefits:** 25 days holiday, BUPA health plan and non-contributory pension

### About the Principles for Responsible Investment (PRI)

The Principles for Responsible Investment is a global investor initiative in partnership with UNEP Finance Initiative and the UN Global Compact. Launched by UN Secretary-General Kofi Annan in 2006, the PRI provides a set of voluntary best practice principles to help investors integrate environmental, social and governance (ESG) issues into their investment processes and ownership practices. The Principles are supported by a 50-person Secretariat that promotes the PRI and provides implementation support to 1,200 signatories, including many of the world's largest pension funds and investment managers who collectively manage close to 20% of global capital markets. See [www.unpri.org](http://www.unpri.org).

### Summary of the position

This is a new role within a dynamic and growing team, supporting broader editorial, communications, events, policy and research activity between the PRI, its signatories and the media. An experienced media and communications professional, you will be responsible for raising awareness of the work of the PRI and its signatories and helping to position the organisation as a global thought leader on responsible investment. You will be flexible, proactive, creative and results-driven, possess excellent written and verbal communications skills, and have a track record of developing relationships with media organisations globally to generate positive coverage. This is busy and varied role that offers significant scope for career progression.

### Specific responsibilities

- Work with colleagues in the Communications team to establish a responsive and proactive media relations function within the PRI. Manage the day-to-day running of the press office and act as the first point of contact for media enquiries, delivering efficient, consistent and newsworthy messages, press releases, statements and other media materials.

- Develop and implement an annual PR/media plan aligned with the PRI's business plan and strategic objectives in key markets, as well as manage special communications projects.
- Establish and maintain relationships with key media globally, keeping journalists informed of developments which may be newsworthy and working with them to develop story ideas.
- Write, edit and place original articles in the media to showcase the PRI's activities, and work with internal teams to repackage their material for consumption by the media.
- Monitor, report and evaluate media coverage on a regular basis to staff and other stakeholders, identifying opportunities to improve the visibility of the PRI in the media.
- Manage relationships with external suppliers, including PR and media monitoring agencies and freelancers, and coordinate PRI's media activity globally with partners.
- Work internally at all levels to build media awareness and spokesperson capabilities, providing feedback and professional guidance to staff on their media interactions.
- Utilise social media to maximise PRI's digital presence and engage new audiences.
- Support other members of the team as necessary and contribute to broader team activities.

## Requirements and likely experience

- A Bachelors Degree in Communications, PR, Journalism or a related area of study; Masters Degree in a relevant discipline will be highly regarded.
- Prior experience as a journalist, media relations, public affairs or communications manager within the financial services and investment industry, either in-house or agency.
- Solid understanding of investment concepts and strategies, particularly as these relate to the pension and investment management industry. An interest in responsible investment, sustainability and ESG issues will be highly regarded.
- Experience establishing and maintaining strong relationships with trade, local and regional media across print, broadcast and online. An existing network of relevant media contacts in the UK or elsewhere will be highly regarded.
- Experience developing and implementing proactive and effective PR/media plans at a national and international level, or working with external agencies or freelancers to do so.
- Excellent communication, interpersonal, relationship building and project management skills. Experience of crisis management and advocacy of public policy issues highly regarded.
- Excellent knowledge of English language and grammar. Additional language skills desirable.
- Some broader communications experience will be highly regarded to ensure good coordination with other team activities (editing, publishing, design, events, etc.).
- Competence using MS Office, social media and website publishing platforms.
- Ability to prioritise work and work effectively individually and as part of a team in a very fast-paced international business environment.
- Must be eligible to live and work in the UK but some overseas travel will be required.

To apply for this role, please send your CV and a cover letter outlining why you believe you are suited to the position and your salary expectations to [careers@unpri.org](mailto:careers@unpri.org). Please attach your covering letter as a separate document. The deadline for applications is 14 April 2014.