

JOB DESCRIPTION

POSITION DETAIL

Job title: Press Officer

Organization: Lifebox

About us: Global nonprofit making surgery and anaesthesia safer worldwide

Team: Communications

Reporting to: Director of Communications

Key relationships: Internal: Communications team, Program and Clinical team; External: media & journalists, partner organisations and clinicians, and hospitals

Location: Kenya (or East or Southern Africa)

ABOUT LIFEBOX

Lifebox is a global nonprofit founded to tackle the crisis of unsafe surgery. By investing in tools, training, and partnerships, we address critical gaps in surgical systems to make surgery and anaesthesia safer worldwide. Lifebox's work focuses on three core areas: anaesthesia safety, surgical teamwork, and reducing surgical infection. Since 2011, Lifebox has worked in over 116 countries, trained more than 12,000 healthcare providers, and made 181 million surgeries safer.

www.lifebox.org

PURPOSE OF ROLE

The Lifebox Press Officer will take a leading role in developing, refining, and executing Lifebox's media strategy and related public communications and outreach initiatives, with the aim of raising awareness and visibility of the work and impact of Lifebox and our partners, as well as of broader issues related to lack of access to safe surgery. As part of a fast-paced global surgery organisation, the press officer role requires an energetic, motivated communications professional interested in taking on a wide range of strategic and tactical responsibilities. As part of the global Lifebox communications team, and reporting directly to the Director of Communications, the Press Officer will work closely with staff across Lifebox's global network, including program and clinical team members and partners.

ROLES AND RESPONSIBILITIES

Help develop, refine, and implement Lifebox's media strategy to raise awareness and visibility of our work and impact, and that of our partners, as well as of broader issues related to lack of access to safe surgery, among key target audiences. Specific responsibilities include:

- Identify relevant journalists and media outlets, actively cultivate relationships and engagement, including via social media and other digital platforms;
- Develop story ideas and identify opportunities for media coverage; proactively pitch issues and stories to relevant media/journalists, including creating written background materials for journalists and preparing spokespersons for interviews and visits;
- Build Lifebox's credibility as an expert resource for media on priority issues and critical themes, such as surgical safety, safe anaesthesia, medtech innovation, racial bias in pulse oximetry, etc.;

- Distil and amplify critical findings from Lifebox peer-reviewed articles and published research (including at scientific conferences) to key target audiences;
- Work with the Lifebox communications team and partners to develop multi-pronged communications packages to facilitate effective media/press outreach in support of major initiatives, announcements, and milestones;
- Participate in the development, writing, editing, and proofreading of a wide variety of materials to support media outreach, including briefing documents, press releases, talking points, opinion pieces, letters to the editor, blogs, and related social media & web content;
- Organise standalone media events (press conferences, briefings, press visits) and manage media-related activities at relevant scientific conferences, training workshops and seminars, and other events;
- Act as Lifebox's primary point-of-contact for all media enquiries, including handling requests for information and interviews;
- Maintain Lifebox's media contact database and targeted media lists for specific topics, events, and issues;
- Monitor media coverage of Lifebox's work and partners; share relevant media coverage, as well as coverage of priority issues, with key team members and partners;
- Monitor media landscape and share significant developments and adjust strategies as appropriate;
- Set goals and assess impact of Lifebox's media strategies and activities;
- Develop and organise regular media training for Lifebox team members who act as spokespersons for the organisation;
- Participate as an active member of the Lifebox Communications team, including attending planning meetings and creative sessions, contributing ideas and suggestions, and working to support global team collaboration;

PERSON SPECIFICATION

Essential

- Three to five years' relevant media relations experience, preferably in global health, with a track record of generating media coverage;
- Excellent written communications skills, with ability to write, edit, and proofread a broad range of communication materials for a variety of audiences;
- Ability to develop and maintain productive relationships with journalists/media;
- Ability to distil complex medical and scientific information into compelling stories and accessible materials;
- Ability to monitor and analyse media trends and landscapes, including the role of social media in developing media relations and garnering media coverage;
- Keen attention to detail, with an unwavering commitment to accuracy;
- Strong interpersonal and communication skills;
- Strong ability to manage multiple initiatives and priorities at a time; and
- Excellent proficiency in English. Additional languages an asset, particularly French.

Personal Attributes

- Passion for and strong commitment to Lifebox's work and goals;

- Flexible and comfortable with a fast-paced international work environment;
- Proactive, with a proven ability to take initiative;
- Ability to prioritise competing tasks; and
- Willingness to travel regionally and internationally.

APPLICATION PROCESS

To apply please email your CV and a cover letter as a single document explaining your motivation and how you are best suited for this position to opportunities@lifebox.org.

Please note the following:

Correspondence will only be entered with candidates who have been short-listed. If you have not received a reply within two weeks of the closing date, please consider your application as unsuccessful.

Closing date: 30 June 2023

Lifebox is an equal opportunity employer and values diversity