

Press Officer at Lifebox

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Company: JobWebKenya

Location: Kenya

Category: arts-design-entertainment-sports-and-media

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Lifebox is a global nonprofit tackling the crisis of unsafe surgery. Through tools, training, and partnerships, we make surgery and anesthesia safer worldwide. Lifebox was founded by the same individuals that created the WHO Surgical Safety Checklist – including Dr. Atul Gawande. Since , Lifebox has worked in countries, trained more than 12, healthcare providers, and made surgery safer for million patients. This work spans improving access and skills in pulse oximetry, reducing surgical infection through our Clean Cut program, and strengthening surgical teamwork. Lifebox is strongly committed to addressing inequities both within our organization and in the global surgery community. We have set ambitious goals for investing in staff, leadership, and innovation in the regions where we work to reduce our footprint in high-income countries. Read more about this work in our strategic plan – which puts multidisciplinary teamwork at the heart of our approach. For updates on our work, follow Lifebox CEO – Kris Torgeson – on Twitter or sign up for email updates.

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.

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