

JOB DESCRIPTION

AMNESTY INTERNATIONAL TÜRKİYE

JOB TITLE	Press Officer
DEPARTMENT	Campaigns and Communications
REPORTS TO	Campaigns Manager
WEEKLY WORKING HOURS	40
OVERALL PURPOSE OF THE JOB	As a member of the Campaigns and Communications department, the Press Officer is responsible for conveying the campaign messages and activities of Amnesty International (AI) Türkiye to the public through various press outlets, including TV programs, radio stations, and newspapers, as well as broadcasts on digital platforms, with accurate messages. This role aims to increase the organization's recognition, visibility, and impact, accurately convey its vision and mission to the public through the press, and manage Amnesty International Türkiye's written and visual media relations. Additionally, the Press Officer employs innovative methods to contribute to the dissemination of the organization's work.
TASKS/RESPONSIBILITIES	<ul style="list-style-type: none">• Responsible for increasing the visibility and widespread coverage of all campaigns, projects, and activities conducted by AI Türkiye across various press outlets, including TV programs, radio stations and newspapers, as well as broadcasts on digital platforms. Develops and executes initiatives to achieve this goal.• Monitors all media documents and reports, including press releases, Letters of Response, and Q&As from the International Secretariat. Selects press statements/releases to be disseminated in line with AI Türkiye's priorities while maintaining a balance between AI Türkiye's local and international campaigns.• Responsible for drafting timely and impactful press releases/statements upon request by relevant AI Türkiye coordinators and directors regarding developments in Türkiye when needed.• Ensures extensive coverage of all AI Türkiye's public statements in the press. Establishes and maintains necessary connections and relationships with the press and keeps them up to date.• Identifies suitable TV and radio programs, newspapers, and digital media programs for broadcasting AI Türkiye's visibility initiatives and ongoing campaigns. Oversees the entire broadcasting process on these platforms, from liaising with media outlets to execution of administrative tasks.• Monitors daily news and programs relevant to ongoing campaigns and activities, sharing pertinent information and suggestions with relevant personnel within AI Türkiye and the International Secretariat, while also tracking media coverage and public discourse on human rights issues to identify opportunities for AI Türkiye to engage and influence public opinion.• Manages press relations related to current campaigns and activities. Organizes press interviews by coordinating with relevant coordinators and directors. Conducts necessary preparations for interview content. Reviews content from the International Secretariat and disseminates important topics to spokespersons that will be distributed by AI Türkiye.• Responsible for organizing press events such as conferences, handling organizational tasks, announcing the conference, executing the administrative tasks, and reporting on media visibility after the press conference.

- Responsible for developing new methods to enhance the recognition, visibility, and impact of Amnesty International, as well as improving existing connections.
- Establishes, updates, and monitors the media archive and media communication lists of AI Türkiye.
- Collaborates with relevant individuals and teams in AI Türkiye and the International Secretariat to determine press communication strategies and materials that support campaign, advocacy, and communication objectives.
- Contribute to the overall success of the Campaigns and Communications department by collaborating on cross-functional projects and initiatives as needed.

Other: Depending on the level and structure of the position, carries out other responsibilities assigned to them. Regional experience sharing activities and travel to other Amnesty International branches or regional offices may be required from time to time.

SKILLS AND EXPERIENCE

- Knowledge of human rights issues and commitment to human rights values.
- Bachelor's degree and a minimum of 3 years of experience in media relations.
- Ability to timely and effectively convey campaign messages through press channels in a language suitable for the target audience.
- Skill in building effective communication and collaboration with journalists.
- Ability to analyze media monitoring data and respond strategically.
- Capability to prepare compelling press releases, articles, reports, and other communication materials.
- Experience in organizing and managing the logistics of press events, interviews, and press conferences.
- Strong written and verbal communication skills, including experience with various communication methods beyond text-based communication.
- Strategic thinking ability with a solid understanding of the role of communication in a campaign organization aiming to create change in the field of human rights.
- Ability to use innovative and creative thinking to employ different media communication approaches and tools.
- Capacity to adapt quickly to changing conditions and work under stress.
- Aptitude for teamwork, collaboration with different teams, and coordination.
- Excellent written and verbal Turkish skills, mastery of grammar, and the ability to write compelling texts.
- Advanced proficiency in English and fluent speaking ability.
- Availability for work outside of regular working hours, travel, and overnight stays away from home.

- Preferably volunteer or professional experience in civil society organizations.