

Media Relations Manager

About InfluenceMap

We are a London UK based non-profit think tank working on the cutting edge of climate and sustainability issues. Our highly original analysis of the climate agenda has been [covered by media globally](#), used and acted on by hundreds of investors and has informed numerous campaigns. We are probably best known for our unique platform for analyzing [corporate lobbying on climate policy](#). Other work streams are the [FinanceMap](#) platform assessing the financial sector and its impact on climate as well as a Japanese collaborative venture (the [Japan Energy Transition Initiative](#)).

Joining InfluenceMap is a great opportunity to be part of a friendly and dynamic team, work with our global network of partners in the finance, media and campaigning worlds and help develop our cutting-edge content which is helping shape the agenda on the climate crisis.

One of our core values is the use of data-intensive research processes to create simple and compelling narratives on climate change. At the heart of this is our strict adherence to thorough and objective data analysis, using a range of sources and tools. InfluenceMap operates a collaborative model, creating unique and data driven content which enables our partners to drive positive change on the climate crisis. These partners are from finance, business, media, campaigns, politics and legal strategies and are global.

Position Summary

InfluenceMap has a strong media presence globally in the business, financial and mainstream media outlets. Our [work has been cited](#) in over 2,000 articles since 2015 in 40 countries. We regard the media as a key partner in amplifying our content to key stakeholders in policy, finance, the corporate sector and beyond. We are recruiting for a full-time or part-time Media Relations Manager to continue and expand our outreach to global media and increase penetration areas where we are not well represented (TV, podcasts, non-English media etc.). You will work with our content teams to fully understand our work and who it's designed to reach, and advise us on both a project-based and ongoing media strategy. You will also interact with key media contacts (and develop new ones) to ensure InfluenceMap's work is in consideration whenever it intersects with their own. This is a mission-critical role in a cutting-edge climate NGO!

Responsibilities

- Guiding our report/project-based and ongoing media strategies
- Maintaining relationships with media contacts globally, particularly at critical report release points
- Helping to draft media-focused materials
- Playing a major role in our Social Media strategy and implementation
- Coaching our team prior to media interactions
- Logging all media hits in our Salesforce.com management system

- Suggesting new areas of content generation based on your media interactions

You will report to one of the Directors of InfluenceMap and work closely with Project Managers of our key work streams. Our team is based in London, while your location is flexible. You will be expected to be thoroughly comfortable with the latest cloud-based efficiency and communication tools. This role may be full or part time depending on your experience and situation.

Skills, Experience and Qualifications

- Proven experience in media engagement activities
- Ability to sell original content to the media, including by phone/meetings
- Ability to communicate complex analysis in a clear manner
- Excellent organizational skills with the ability to multi-task and handle time-sensitive work
- Fluent English with excellent writing skills (we aspire to the writing style of The Economist)
- A good university first degree BSc/BA.
- Right to work in the UK
- Knowledge of our work area (climate change/finance/business nexus) is useful

Salary, Location and Start Date

- Location is flexible but UK location preferred
- Working from home and flexible hours are possible
- Salary depending on experience/qualifications
- This is a full-time or part-time position
- Start date Q4 2020

The Application Process

- InfluenceMap values diversity and provides equal opportunities to all candidates.
- Please provide your CV (two-page maximum), cover letter (one-page maximum) and reference/s in one PDF file, emailed to: response@influencemap.org. Please include all the information you wish to be considered in this PDF file.
- Please state clearly in the subject line of your email which position you are applying for
- The closing date for applications is end September, with interviews taking place in October 2020. Early applications are encouraged and will be processed as received.