



Rythmus Foundation

Job Description	
Position Title:	Radio Media Relation Officer
Key Responsibility:	- Cultivate and maintain strong, productive relationships with radio stations, producers, and journalists. - Pitch compelling story ideas, press releases, and feature proposals to secure radio coverage for the NGO's work. - Create engaging audio content, including public service announcements (PSAs), radio spots, and interview scripts. - Coordinate and schedule all radio interviews for organizational spokespersons, managing all logistics. - Prepare spokespeople for interviews by developing talking points, briefing materials, and conducting media training. - Promote the NGO's campaigns, events, and programs through strategic radio outreach to - maximize audience reach. - Monitor, track, and analyze radio coverage to measure impact and report on media - relations success. - Build partnerships with community radio stations to amplify messages and drive grassroots engagement. - Support crisis communication by helping to manage radio inquiries and prepare media statements. - Assist in the end-to-end production of audio content, including scripting, recording, and editing for programs and podcasts.
Essential Skills	Proven Radio Media Expertise: 2-4 years of experience in media relations, with a demonstrated track record of successfully pitching to and working with radio stations and audio platforms. Superior Communication Skills: Exceptional ability in both written and verbal communication, for crafting compelling press releases, pitches, and speaking points. Relationship Building: A proven talent for establishing, nurturing, and maintaining strong professional relationships with radio producers, journalists, and hosts. Audio Content Creation: Experience in developing and scripting engaging audio content, such as Public Service Announcements (PSAs), radio spots, and interview briefs. Interview & Event Coordination: Skilled in end-to-end coordination of radio interviews, including scheduling, spokesperson preparation, and logistical management. Media Monitoring & Analysis: Ability to monitor radio coverage, track media mentions, and report on the impact of outreach efforts. Passion for Advocacy: A genuine commitment to the NGO's mission and values, with a drive to use media for social change. Technical Audio Production Skill (Advantageous): Practical experience with audio recording and editing software for producing podcasts and radio segments.
Location	Remote
Qualification	Any Graduate / B.Com / M.Com, Any Other relevant degree
Exp. Required	03 to 05 Years relevant experience.
Nature of Job	Full-Time / Part-Time / Contractual On-site / Hybrid / Remote