



Rythmus Foundation

Job Description

Position Title:	TV Media Relation Officer
Key Responsibility:	- Develop and execute a media strategy focused on securing TV coverage to advance the - NGO's mission, campaigns, and fundraising goals. - Build and nurture relationships with journalists, producers, and documentary filmmakers at TV networks and channels. - Identify and create compelling, visual stories (e.g., field projects, beneficiary impacts) that are attractive to TV news and current affairs programs. - Write and distribute powerful press releases, media alerts, and video news releases (VNRs) that highlight the NGO's work and urgent appeals. - Proactively pitch stories and secure interviews for NGO spokespeople, field workers, or beneficiaries to generate awareness and public support. - Prepare spokespeople for TV interviews with clear, impactful messaging and sensitive handling of often complex or distressing topics. - Manage all TV media logistics for field visits, press conferences, and major campaign launches. - Monitor TV and digital news channels for coverage, providing reports on reach and impact for stakeholders and donors. - Respond swiftly to breaking news or crises, positioning the NGO as a key source of expert commentary and on-the-ground insight
Essential Skills	- Expert Storytelling & Pitching with a Cause-Oriented Focus - Strong TV Journalist & Producer Network - Crisis Communication & Composure Under Pressure - Understanding of TV Production & Visual Storytelling - Excellent Writing, Interpersonal, and Spokesperson Preparation Skills - Cultural Sensitivity and Ability to Work with Vulnerable Communities
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