



Rythmus Foundation

Job Description

Position Title:	New Paper Media Relation Officer
Key Responsibility:	1. Develop a media strategy focused on securing in-depth, positive coverage in print and online newspapers to support advocacy and fundraising. 2. Build and maintain strong relationships with journalists, editors, and columnists at key national, local, and trade publications. 3. Write and distribute compelling press releases, op-eds, and fact sheets that clearly articulate the NGO's mission, impact, and urgent calls to action. 4. Proactively pitch feature stories, expert commentary, and data-driven reports to news desks and specific reporters. 5. Facilitate and coordinate field visits for journalists to witness the NGO's projects and conduct interviews with beneficiaries and staff. 6. Prepare spokespeople for print interviews, focusing on key messaging, nuanced explanations, and handling complex questions. 7. Monitor newspaper coverage (print and online) to track mentions, measure impact, and gather intelligence for reports to donors and management. 8. Identify timely news hooks and trends to position the NGO's work and experts as a relevant source for ongoing stories. 9. Manage rapid response to media inquiries and breaking news, providing accurate information and statements to protect and promote the NGO's reputation.
Essential Skills	- Excellent Writing & Editing for press releases and op-eds - Strong Media Network & Relationship Building - Strategic Pitching & News Sense - Deep Understanding of Print Journalism - Spokesperson Preparation & Messaging - Monitoring, Analysis, and Reporting
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