

Job Announcement
Amnesty International USA
(Washington, DC)

Media Director
(Posted: January 25, 2006)

Amnesty International USA has retained Slesinger Management Services to recruit a person with a deep understanding of how to generate media coverage of public policy issues in the United States and a passion for promoting the human rights concerns of Amnesty International. The position requires a person with a track record in media relations, as well as an interest in the issues and causes that Amnesty International takes on.

Applications will be accepted until the position is filled.

The Organization

Amnesty International USA (AIUSA) is the nation's largest membership-based human rights organization. Through research and advocacy, it strives to prevent and end abuses of fundamental human rights throughout the world, including the rights to freedom of conscience and expression, and freedom from discrimination throughout the world.

AIUSA is part of Amnesty International (AI), a global network of people who campaign for internationally recognized human rights. AI is made up of national organizations in more than 50 countries; Amnesty International USA is the largest such organization, with more than 360,000 members.

AI is independent of any government, political ideology, economic interest, or religion. It does not support or oppose any government or political system, nor does it support or oppose the views of the victims whose rights it seeks to protect. It is concerned only with the impartial protection of human rights.

Amnesty International, which won the Nobel Peace Prize in 1977, is best known for its work that focuses on the release of prisoners of conscience imprisoned solely for the peaceful expression of their beliefs or identity, and for its work to end torture and the death penalty throughout the world.

Founded in 1965, AIUSA has a staff of 160, primarily in offices in New York City and Washington, DC, and an annual operating budget of \$42 million.

For more information about Amnesty International USA, go to www.amnestyusa.org.

The Position and its Principal Responsibilities

The overarching responsibility of the media director is to increase news coverage in the United States of Amnesty International and its human rights concerns, especially by the country's elite

newspapers and national radio and television networks. Reporting to AIUSA's associate director of communications, the media director will focus on several key topics that are at the top of AI's current agenda. These include torture and the global war on terror – including actions and policies that the U.S. government has taken in these areas, e.g. the detention center at the U.S. Naval Base in Guantanamo Bay.

The media director will also focus on all of AI's work in certain regions of the world, e.g. the Middle East and Asia. (This position is one of three media directors in the Washington, DC, and New York offices. The other two media directors will focus on other topics, issues, or geographic regions of the world. This media director position is based in AIUSA's Washington, DC, office on Capitol Hill.)

Specific responsibilities include:

1. Creating and implementing media relations strategies tied to AIUSA's long-term programmatic priorities that will keep Amnesty International visible in key media.
2. Developing relationships with members of the media so that Amnesty International's research, advocacy, and other activities earn coverage, especially in the country's most influential newspapers as well as leading television and radio news networks.
3. Writing, often on short-notice, press releases, statements, op-ed pieces, and other documents that help establish Amnesty International's expertise and credibility in the issues related to its mission.
4. Working closely with staff in Washington, DC, and New York, as well as at the International Secretariat in London, translating thorough reports produced by AI staff and volunteers into briefer documents that meet the needs of time-sensitive journalists.
5. Organizing and promoting press conferences, press briefings, editorial board meetings, and other events that engage the media.
6. Positioning and promoting AIUSA spokespeople as experts and serving as an AIUSA spokesperson as needed.

Desired Skills, Experience, and Characteristics

The ideal candidate should have:

1. Experience in or with the news media, either as a media relations professional or a journalist with a demonstrated track record in attracting high-level news coverage.
2. An understanding of how nonprofit advocacy organizations working at the national or international level generate visibility for their work.
3. A genuine interest and commitment to the mission of Amnesty International.
4. Strong writing skills, including the ability to craft concise statements, press releases, and other documents and sound bites very quickly.
5. Strong oral communications skills, including the ability to speak articulately and persuasively about AIUSA before journalists and other key external audiences.
6. An understanding of the political process in the United States, especially at the national level since AIUSA activity often tries to inform and influence congressional and federal agency decisions.
7. A personality and work-style that demonstrate flexibility, collegiality, and diplomacy.
8. Strong organizational skills, including the ability to establish priorities and adhere to deadlines. This is especially important since much of the work must be coordinated with

staff in New York and London.

9. A commitment to mentoring staff and interns and furthering their professional development.
10. Though not required, international and cross-cultural experience that will enable the media director to work with staff and volunteers throughout AI's global network would be very useful.
11. An ability to travel occasionally -- perhaps three to six short trips per year within the United States, and one trip abroad.

Compensation

Salary will be commensurate with experience and qualifications. Compensation also includes a generous and comprehensive benefits package.

To Apply

Please e-mail:

- 1) cover letter that explains why you are interested and qualified,
- 2) resume, and
- 3) three-year salary history (which will be held in strict confidence) to:

Larry Slesinger
Slesinger Management Services
5016 Westpath Terrace
Bethesda, MD 20816
Tel.: 301-320-0680

E-mail: Larry@SlesingerManagement.com

(Please include "Amnesty" in subject line;
use Microsoft Word or PDF for attachments.)

(This job announcement can also be found at <http://www.SlesingerManagement.com>.)

Amnesty International USA is an Equal Opportunity Employer.