



Senior Associate - News

About di:ga: We are an employee-owned company focused on driving impact for our clients on key social and environmental issues. We feel privileged to work with organisations doing cutting-edge research and campaigning, and thrive on the challenge of helping them to raise awareness and promote positive change. Our core offering includes strategy, media relations, digital and social media, and writing and editing; we also cover data, design and branding, public affairs, mentoring and recruitment, and media training.

We work mostly on international issues, from climate and sustainability, to poverty and economic development, to human rights and conflict. Current and former clients include Chatham House, the Clean Air Fund, Amnesty International UK, Greenpeace, Johns Hopkins University, Oxfam, The Climate Group, and UNICEF. Our core team is based in London but we deliver global communications strategies, including by working with partners in Africa, the Americas, Asia and Europe.

About the role: Senior Associates at di:ga deliver first class strategic communications support to clients, taking the lead on some contracts, and collaborating on others. They also assist in the day-to-day running of the company, including planning, branding, business development and admin. The news team leads on delivering excellent media relations service to clients; developing and pitching stories to drive media coverage in strategic publications in and beyond the UK.

Reports to: Head of News

Location: Hybrid, with at least two days a week in our London office (currently Mondays and Wednesdays).

Contract type: Permanent, full-time. Part-time and flexible working requests considered.

Salary: £45,000 - £55,000 per annum, depending on experience.

Description of duties:

- Provide di:ga clients with first class support and advice on their strategic communications and campaigns; showcase how excellent, intelligent, strategic communication can drive positive change; deliver results on deadline and on budget.
- Handle client relationships with diplomacy and professionalism.
- Client-focused tasks might include:
 - developing and delivering media and communication strategies for a campaign or report launch;
 - writing press releases, quotes, and key messages to help frame a story;
 - drawing up media lists;

- pitching stories to target media, compiling coverage and undertaking evaluations;
- editing or commenting on a report or other document to make it more newsworthy;
- researching new techniques for reaching target audiences and driving change;
- advising on branding or fundraising; advising on social media and other digital channels; handling crisis situations.
- Stay on top of relevant external news and events as well as developments in the sector.
- Develop and maintain relationships with key journalists and other external contacts, including potential clients, associates and collaborators.
- Project manage integrated teams in di:ga with news, advocacy and digital elements; be the point of contact for the client and ensure work is delivered on time and on budget.
- Support the development and day-to-day management of di:ga through, for example, researching potential new clients, updating the website, maintaining databases and files, developing templates for training documents and other presentations, researching areas for growth, taking part in team meetings and sharing learning.
- Represent di:ga at external meetings.
- Help bring in new business / respond to calls for proposals.
- Be a responsive, engaged and communicative team member who actively contributes to our values of inclusivity, diversity and empowerment at di:ga.

Essential skills and attributes:

- At least 4 years' experience of working in a press office or strategic communications role in the development or public sector, or in an agency with non-profit clients.
- Good knowledge of and contacts in UK and international media, including those covering issues di:ga works on.
- A clear sense of 'what makes news' in different and evolving contexts / media markets and how to advise clients and colleagues to plan and shape content to appeal to these news values.
- The ability to pick up and understand new content quickly; to cut through complex information and see the story.
- Confident at selling in a story: happy to pick up the phone and be tenacious and creative to get a journalist's attention.
- Excellent communications skills; excellent writing ability, including spelling and grammar.
- Strategic thinking; clear understanding of how to use media and external communications to drive change.
- Understanding of how to use digital and social media and online campaigning tools.
- Self-motivated, driven, creative.
- Commitment to and experience of measuring and monitoring reach and impact of communications activities.
- Professionalism, self-awareness, a willingness to learn.
- Knowledge of and proven interest in climate change, development, resource scarcity and human rights.

- Confidence in own judgement and able to argue a point, but tactful and diplomatic, with respect for others' knowledge and experience.
- Comfortable working remotely and often alone - good at communicating in this context.

Desirable skills and attributes:

- Good knowledge of and contacts in UK and international NGOs.
- Experience of working on the issues we cover, particularly climate change or international public finance.
- Proficiency in at least one language other than English.
- Experience of working as a journalist.
- Experience of living or working overseas.
- Experience of managing staff or contractors.