

Consultancy Title	Media Consultant
Reporting to	Communications Manager Accountable to- Country Representative
Location of Assignment	Abuja
Timeframe	30 th May – July 30 th , 2023

About Options

We are a global team of experts and innovators tackling some of the world's most pressing health challenges. We work with leaders and change-makers around the globe to bring health strategies to life. We provide ideas, advice, and technical know-how that enable our partners to build a path to lasting change.

With 30 years of experience in global health, we collaborate with our partners to explore existing evidence, combine expertise, scale up ideas, and co-create solutions that accelerate change. This includes collaborating on policy design, managing initiatives, building powerful coalitions, and galvanizing social movements. Our impact is felt across whole communities, with a focus on women, girls, and those who have been marginalized.

Gender equality and social change are at the forefront of our work. As part of MSI Reproductive Choices, all our profits go back into supporting MSI's own mission of children by choice, not chance. We believe in a world where everyone can access the high-quality health services they need, without financial burden.

Background to the Assignment:

This year, Options marks its 30th anniversary. To celebrate this milestone, we are planning to host an event in Nigeria to promote our expertise and highlight our achievements and longstanding engagement in the country. We also aim to raise our brand profile and visibility among key audiences. A range of materials summarising our offering and achievements will be produced ahead of the event.

The Media Consultant, in close liaison with the Communications Advisor and Nigeria Country team, will provide guidance and support in the publicity of the event through traditional and social media outlets. The Media consultant will develop a communications plan to guide media engagement before and post-event. On the day of the event, the media consultant will organize a media briefing, and short interview with key invited guests, coordinate tweets and posts on Options' social media handles, and overall smooth coordination of all communication activities.

Working closely with the Options Communications manager and Country representative

Scope of work:

In consultation with Options Country Representative and local planning committee, setting clear objectives/outcomes, engaging the media in real-time, and sticking to Options media guidelines. The following will be required from the potential media consultant.

1. Social media engagement:

- Create a media including social media plan/brief to promote the event prior to the event day, during the event and post-event as needed.

- Co-create, create, and post content with the right hashtags and speakers/organization handles event prior to the event day, during the event, and post-event as needed along with live photos and videos
- Identify and coordinate interviews of key invited guests including speakers after the event additional media content and/or posts on social media outlets prior to the event day, during the event, and post-event.

2. Media engagement:

- Lead, and manage media (online, print, electronic, traditional, new media, social media TV, Radio, etc) engagement and coordination for the 30th Anniversary event
- Lead media invitations and organize the media-press briefing prior to event day and after the event
- Coordinate and liaise with the media throughout the event period.
- Capture/summarise media coverage after the event and share links.
- Use his/her local media contacts to facilitate media engagement and visibility for the Options @ 30 events.

3. Visibility and coordination management

- Work closely with Options' Nigeria Country Representative and local planning committee providing regular updates during progress calls with the global communications team.

Person specification

Qualifications

- Relevant experience in media engagement, event planning, public relations, communications,

Experience

- Experience in health communications and journalism
- Experience working in international development and with various implementing partners and government.
- Demonstrated experience of developing and executing events with high-level stakeholders and speakers, preferably in the international development/international affairs sector and with funders, government stakeholders, etc

Skills and attributes

- Strategic thinker – creative, dynamic individual
- Strong organisational skills and ability to juggle multiple tasks under pressure as well as to problem solve.
- Excellent writing skills and attention to detail
- Excellent interpersonal skills and the ability to connect with and build relationships with team members of diverse backgrounds.

Other requirements

- Fluency in English (spoken, written, reading)
- Right to live and work in Nigeria

Deliverables

Resources and equipment

The consultant is expected to have access to:

- A laptop
- Microsoft Office365