



Climate Visuals Programme Lead & Media Liaison

Job Description and Person Specification

Salary: £30,000 - £34,367

Hours: full time - 35 hours per week

Responsible to: Outreach Projects Manager

Responsible for: N/A

Contract: 12 months initially with possible extension subject to funding. 3 month probation period.

Location: Oxford, or flexible with access to Oxford

We are seeking a Programme Lead for [Climate Visuals](#), to grow and expand its influence in key sectors, with a particular focus on media and photographic agencies. The role will involve developing a tailored programme of engagement and resources for key international media gatekeepers and decision-makers, such that measurable and sustained changes to the imagery and video content used in leading media outlets (print, digital and broadcast) are observed over a 12-18 month period.

Climate Visuals is one of Climate Outreach's flagship projects, focused on using first-of-its-kind international social research, and a growing library of evidence-based imagery, to permanently change the way that climate change is communicated through the visual medium, and more effectively engage the wider public on climate change.

The successful applicant will be someone who is dynamic and resourceful, with a strong track record in managing comparable programmes and projects, and experience in engaging high level stakeholders in the media, photo agencies, and other key sectors (e.g. advertising, campaigns and public relations). The role will work closely with Climate Outreach's Partnerships Manager, advocating for the Climate Visuals approach through professional networks, and managing the strategic direction of the programme's key workstreams.

About Climate Outreach

Climate Outreach is an Oxford-based charity and not-for-profit company, and one of Europe's leading specialists in climate change communication. Our aim is to create a society where climate change and its human impacts are understood, accepted and acted upon in a manner that creates a truly sustainable future. We have over 15 years of experience broadening public engagement with climate change, and our reputation is built on our careful and consistent use of academic research in our projects and publications. Through collaborations with some of the

world's leading universities, NGOs and governmental bodies we have developed a diverse and growing portfolio of influential projects.

Responsibilities

- Lead on the strategic direction of the Climate Visuals programme, working with the Climate Outreach Partnerships Manager to ensure that the influence of Climate Visuals continues to grow with a range of key stakeholders and audiences (including print and broadcast media, photo agencies, and campaigners/communications professionals).
- Develop a tailored programme of engagement and resources for key international media gatekeepers and decision-makers, such that measurable and sustained changes to the imagery and video content used in leading media outlets (print, digital and broadcast) are observed over a 12-18 month period, including:
 - Working alongside an advisory panel to survey key media stakeholders and decisions makers to assess their visual climate communications needs, and design and implement an engagement programme to address the identified needs
 - Establish a baseline measure of visual content on climate change in a representative range of media outlets and evaluate progress against baseline at agreed timed intervals
 - Create a set of Climate Visuals resources aimed specifically at media outlets, journalists and picture editors and effectively promote them
- Working alongside the Partnerships Manager, ensure the Climate Visuals business plan for sustainable financial growth is implemented and refined.
- Oversee and coordinate additional key Climate Visuals workstreams (delivered by other Climate Outreach staff) such as growing the image library with both licensed and Create Commons imagery (delivered by the Communications Team), training courses, and the provision of a photo curation consultancy service, plus new workstreams as they arise (e.g. Climate Visuals awards programme currently in development)
- Collaborate with other Climate Outreach staff, especially the Partnerships Manager and Communications team, to develop any resources required to support growth of programme and identify ongoing marketing and communications needs

Person Specification

Essential

- A clear understanding of the need for more effective public engagement on climate change, and the role of Climate Visuals and Climate Outreach in achieving this
- Experience of successfully managing programmes and projects involving visual media and engaging high level media and photographic agency decision makers
- Experience of working in (or directly with) media organisations, and fluency in the professional language and culture of the media
- Proven ability to deliver on defined goals and objectives, experience of evaluating the effectiveness of projects against agreed benchmarks, and a proven track record in developing and growing projects
- A well established professional network (with a focus on media, photographic agencies, advertising and campaigns). Well developed communication and relationship-building skills, with excellent written and verbal communication
- Willingness and flexibility to travel nationally (and possibly internationally) for meetings and events
- Strong organisational skills and efficient time management, ability to manage multiple tasks and priorities
- A commitment to the values of Climate Outreach

Desirable

- Experience of engaging campaigns/communications and advertising industry stakeholders
- Experience of working with picture editors/picture desks
- Experience in devising and monitoring project budgets
- Experience of integrating programmes into the wider objectives of an organisation
- Experience in sales and marketing
- Proficiency in office IT including Google's G suite applications, project management software and CRM software eg Civi CRM

Our Values

- Allowing wider sections of society to engage with climate change through their community values is a key element missing in addressing climate change.
- Climate change is not just an environmental issue but cuts across all areas of society: social, economic and political. We therefore prioritise both reaching diverse audiences and diversifying our team.
- We have an important perspective and contribution to make, but only ever have part of the picture and by working with others can collectively address the issue.
- As far as possible, we should exemplify and demonstrate ways of reducing emissions in the short term in ways that will have a meaningful systemic impact.
- Our personnel are our key resource and we will strive to ensure they are motivated by their role, have job security and seek to provide the optimal balance of support and challenge.
- We believe climate change exacerbates social injustice and this threatens stability and wellbeing for everyone. We work to address social injustice throughout our work and support democratic institutions.