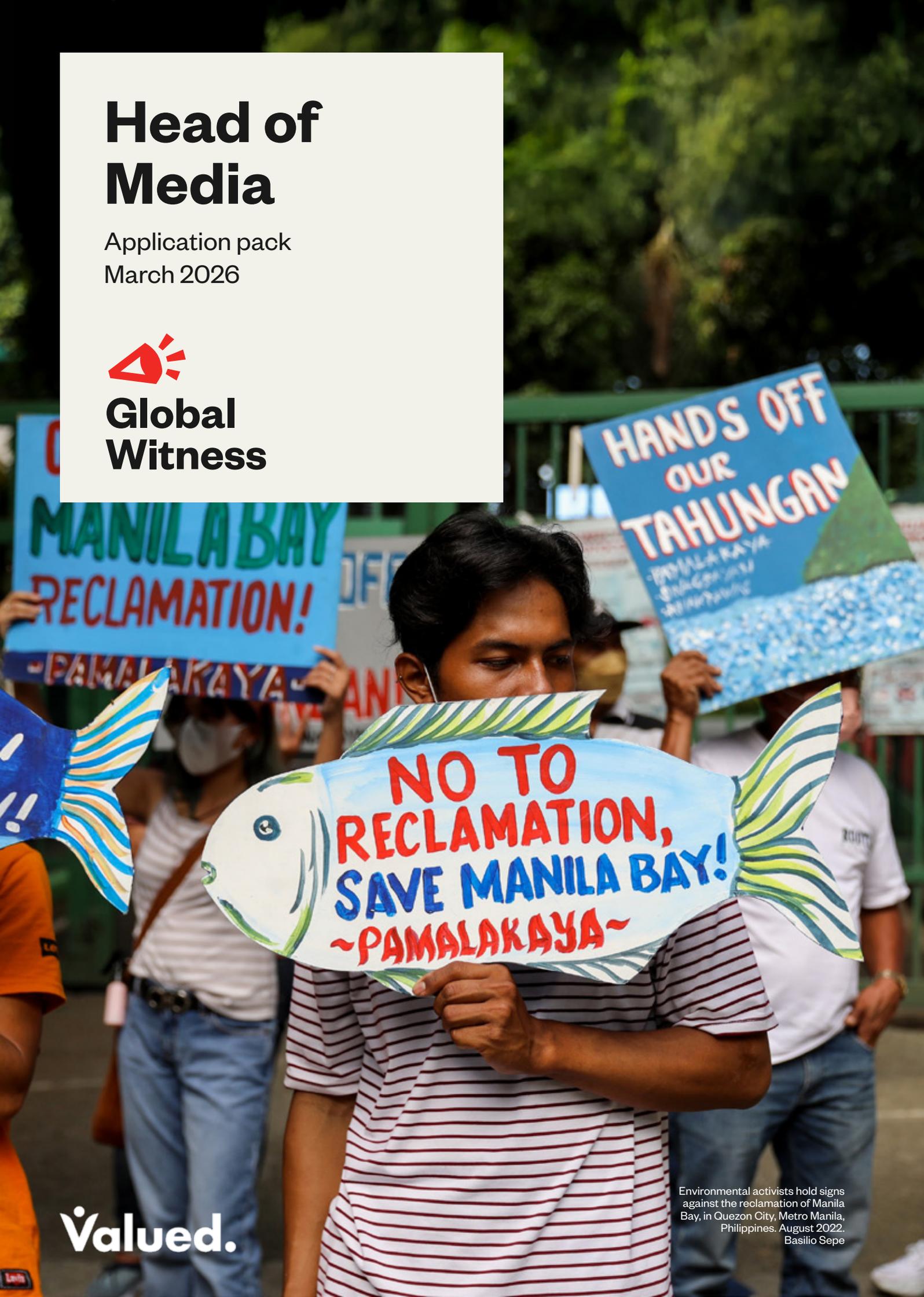


Head of Media

Application pack
March 2026



**Global
Witness**



Valued.

Environmental activists hold signs against the reclamation of Manila Bay, in Quezon City, Metro Manila, Philippines, August 2022. Basilio Sepe

Welcome

This is a really exciting time to join Global Witness as Head of Media. We're on the verge of launching our new organisational strategy, which is designed to make us much more impactful and agile in the face of an increasingly volatile political and media landscape.

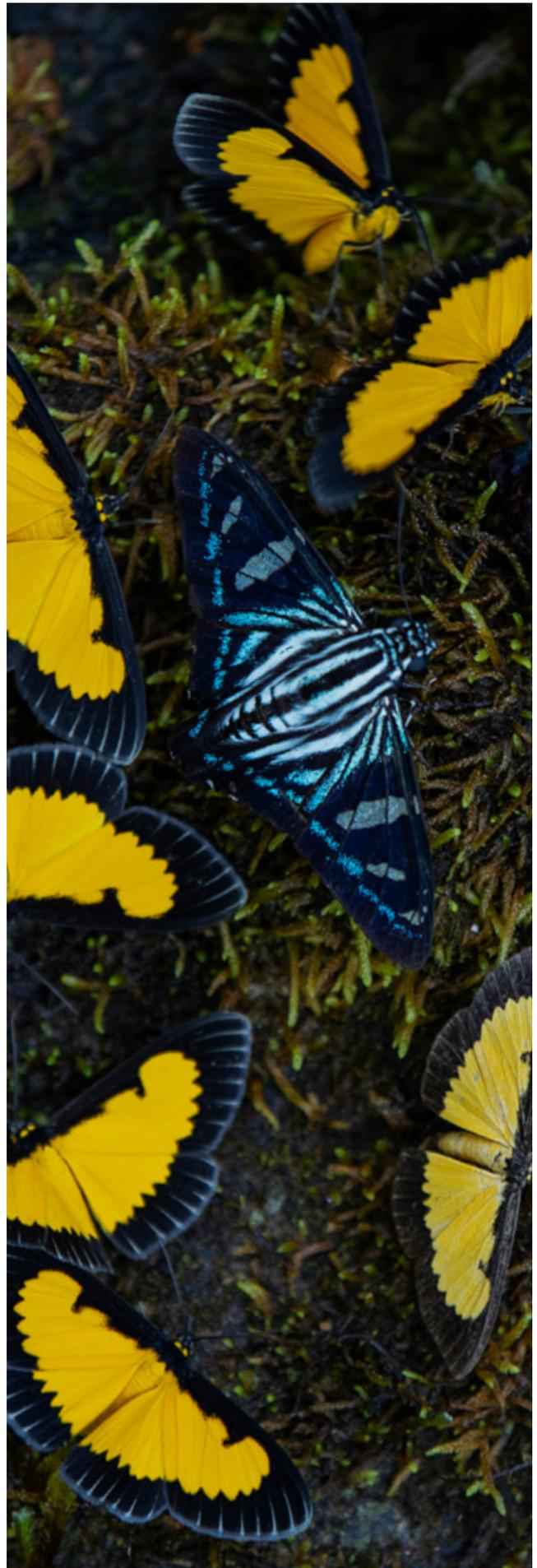
As part of this, we've reconfigured our structure and teams, and are about to start developing new ways of working and processes both across the organisation and within the Communications team. The Head of Media will be central to this work, helping to ensure that our comms and media expertise is deployed in impactful, innovative and creative ways.

As well as being involved in this kind of strategic work, you'll have the opportunity to lead comms on some of our flagship projects and initiatives, such as our annual report on attacks on land and environmental defenders, which is a key tool used around the world to advocate for better protection for defenders.

Ariel Haber, Interim Head of Communications



Photo showing intact forest and biodiversity in Acre state, Brazil, November 2020. Lalo de Almeida/Panos/Global Witness



About us

We are an independent, global organisation of investigators and campaigners using cutting edge investigative methods. We shine a light on the financial and political systems that enable corporate abuses of power that harm people and planet.

Our history

For over 30 years, Global Witness has pioneered an approach that merges bold investigations with determined campaigning to secure better protections for people and our planet.

We've gone undercover to unmask the violence and secretive deals that underpin the "blood diamond" industry. Our data-driven analysis has tracked the flow of commodities across the globe. And we've sought out powerful testimonies that tell the story of environmental harm and repression first-hand.

With three decades of campaigning for a fair and just planet under our belt, we reframed our focus in 2020 to address humanity's greatest challenge: the climate crisis.



With the perpetrators of attacks on defenders rarely punished in Mexico, activists like Isela Gonzalez Diaz, the Chairperson of Alianza Sierra Madre, find their work restricted by the threat of attacks. Thom Pierce | Guardian | Global Witness | UN Environment

Global Witness now

As the climate emergency has accelerated over the decades, our work has gained new focus. Our sights are now set on the overlap between today's greatest existential threat, the climate crisis, and people – exposing those whose own interests are helping to worsen the climate emergency, and the communities who keep standing up to them, no matter the cost.

We work with the people who are directly impacted to ensure they are protected from threats when speaking out and included in climate decision-making as the world transitions to clean energy.

We have shared the stories of Indigenous Peoples and land environmental defenders, whose livelihoods have been irreparably shaken by agribusiness, mining and extreme weather events aggravated by fossil fuel emissions and we're campaigning for those same voices to be granted a seat at the table in key national and international decision-making spaces.

As part of the Kick Big Polluters Out coalition, we are using pioneering data-driven techniques to count the fossil fuel lobbyists flooding climate COP summits every year.

We're tracing how money continues to flow into destructive industries, be it western banks' investments that fund deforestation or convoluted shipping routes that keep Russian oil profits in play despite UN sanctions. We're lending our voice to calls for a just energy transition, lobbying hard to secure strong protections for the environment and communities that are impacted by critical mineral mining – an essential industry for the green energy transition, but one that must not be allowed to repeat historic harms.

And we're monitoring the growing scourge of climate disinformation, while calling for digital platforms to enshrine an online space that serves democracy.

In everything we do, we remain committed to challenging the power imbalances at the heart of the climate crisis.

How we work

We have just under 90 staff, and offices in London, Washington D.C. and Brussels, and we have a presence in South America and Asia too.

Aerial image of Mu village, Pomio District, East New Britain Province
Global Witness

Our values

Empowering

Amplifying, solidarity, care

Fearless

Truth, honesty, risk

Rigorous

Standards, accountability, learning

Relentless

Focus, impact, persistence

Our cultural priorities

Adaptive intelligence

This is about being open about how we do things, continually learning and adapting as we need to in a more agile way.

Disciplined focus

This is about making sure we are doing the right things for communities, partners and people.

Collective impact

This is about being focussed on the impact we have and working together to achieve it, as one team.



Ramón gives a tour of the land in Columbia that his family owns, showing the diversity of flora that has been taken over by palm oil plantations. Thom Pierce | Guardian | Global Witness | UN Environment

Job description

Job title:	Head of Media	Location:	London (Hybrid working with a minimum of 2 days a week in the office)
Reports to:	Director of Communications		
Direct reports:	3		

Role Purpose

The Head of Media manages the development and delivery of our media strategy, ensuring Global Witness achieves impactful, high-profile coverage that supports our campaigning, fundraising and brand goals. You will be responsible for managing both proactive and reactive media work across the full breadth of our work. You will also play a central role in managing reputational risk, crisis communications, and cross-organisational coordination.

The role will be vital in ensuring our media output is evidence-based, values-aligned, and informed by audience insights. You will oversee rigorous evaluation of media impact and performance, supporting a culture of learning, agility and audience-first thinking across the organisation.

Key Responsibilities

Media strategy

- Oversee the development and implementation of a clear, ambitious and coordinated media strategy to support Global Witness’s goals.
- Oversee proactive media planning across campaigns, fundraising and brand objectives to ensure we land powerful stories with the right audiences.
- Ensure we present a clear, coherent narrative about the organisation that can also accommodate varied messaging as required.

Press office management

- Manage and oversee a responsive, well-coordinated press office function that delivers timely and impactful media engagement.
- Act as senior point of contact for all high-stake or sensitive media enquiries, ensuring our response aligns with our mission and values.
- Provide media support and preparation for senior spokespeople and campaigners, including briefings and training.
- Providing practical and hands-on quality control of written content, including press releases and media statements, as well as drafting of such content as and when required.

Key responsibilities (continued)

Proactive and reactive media work

- Work collaboratively with colleagues to shape compelling media moments from Global Witness's work and identify opportunities for outputs that will support our fundraising and profile-raising objectives.
- Respond to emerging news stories and external events, ensuring our voice contributes meaningfully to public discourse.
- Develop and maintain positive and deep relationships with key journalists and editors in mainstream, specialist and international outlets.
- Work closely with Communications colleagues to ensure that our media outputs are creatively compelling and able to work across different formats (e.g. video, audio).

Crisis communications

- Serve as key point of contact on reputational risk and crisis media management, working closely with senior leadership.
- Develop and maintain robust protocols for crisis communications and rapid response scenarios.

Cross-organisational coordination

- Oversee the planning and delivery of a cross-organisational communications and media grid to align messaging and maximise impact.
- Collaborate closely with Campaigns, Fundraising and Communications colleagues to integrate media into wider engagement strategies.
- Ensure consistent messaging and brand alignment across all media outputs, and work closely with Internal Communications to ensure internal and external communications are consistent.

Evaluation, insight and learning

- Oversee media tracking, analysis and reporting, ensuring robust evaluation of reach, influence and impact.
- Oversee audience insight and media performance metrics, using these to inform and adapt strategy.
- Share insights and best practice with colleagues to support organisational learning and media literacy.

Manage resources

- Assign responsibilities to team members, move team members onto different area of work as and when required.
- Responsible for the delivery of the team's objectives.
- Manage budgets and ensure value for money in team expenditure including regular reforecasting and financial reporting requirements.

Team Management

- Responsibility for all aspects of team management including regular performance reviews (continuous learning framework), objective setting, managing performance issues in a timely manner, recruitment and individual and team development.
- Responsible for ensuring team members support the development of Global Witness' culture and values.
- Ensure contribution of team to organisation is aligned to Global Witness' methodology and does not reinforce silos.
- Responsible for cultivating a team culture where creativity, collaboration and curiosity across different issues is typical.



Kayapó community on the banks of the river in Baú territory, Pará, Brazil. Karina Iliescu / Global Witness

Key responsibilities (continued) Ways of working and collaborating

Fundraising

- Ensure the team provides information requested by the fundraising team for reporting internal and external processes on time.
 - Support fundraising proposals.
 - Ensure the team regularly develops content, messages and stories that describe the positive contribution of our work towards our overall impact.
 - Regularly represents Global Witness to donors and potential donors.
 - Proactively engages donors in our work.
- Work proactively to support the organisation in meeting its purpose, strategy, and priorities.
 - Works in line with the Global Witness values in all interactions internally and externally.
 - Work collaboratively and positively across the team and whole organisation contributing to cross organisation projects, key events, and initiatives.
 - Responds to challenges, explores new ideas and takes initiative in all aspects of teamwork.
 - Builds and maintains positive relationships with diverse range of external allies and partners.
 - Demonstrates an active commitment to creating a diverse and inclusive workplace.
 - Works within Global Witness policies and procedures at all times, including confidentiality, source protection and security, legal and contractual requirements, and general office procedures.

Person specification

- Significant experience working in a senior media, press or communications role, preferably within an advocacy, campaigning or NGO setting.
- Proven track record of securing impactful media coverage across a wide range of international outlets.
- Strong news judgement, storytelling instincts and an understanding of what makes stories land with different audiences.
- Demonstrated experience managing reputational risk and leading crisis communications, as well as working with Senior Leadership in an organisation.
- Excellent interpersonal and influencing skills, with the ability to build trust and credibility internally and externally.
- Brings proven experience managing and supporting teams across different countries and institutions.
- Builds teams where people feel respected, supported and motivated, and where everyone's contribution counts.
- Displays sound financial literacy and has experience managing budgets.
- Shows self-awareness, with a good understanding of your strengths, areas for growth and impact on others.
- Experience using media monitoring and evaluation tools to assess impact and inform decision-making.
- Fluent in English and able to demonstrate attention to detail and quality even under time pressure.
- Shares our values and is committed to contributing to our diversity, equity and inclusion journey.
- Is well organised, able to prioritise, solve problems, and keep projects on track.

Desirable

- Knowledge of international environmental and climate issues.
- Experience working with spokespeople, including media training and message development.
- Experience of commissioning audience insight (e.g. quantitative surveys to gauge perception).
- Experience engaging with media in multiple regions or languages.

Terms of appointment

Salary:	£63,665
Contract:	Permanent, full time. Flexible working will be considered.
Location:	We operate a hybrid working model which requires at least 2 days in our office based in Bethnal Green, London.
Annual leave:	25 days a year and 8 public holidays pro-rated for if you work part time or compressed hours.
Pension:	We make an employer contribution of 7% and you contribute 1%, but you can increase your contribution.
Additional:	<ul style="list-style-type: none">• We are currently in a shorter working week pilot, where everyone works 30 hours Monday to Thursday with Friday off, with no impact on full time salary. This will be reviewed in May 2026.• Gender neutral parent leave with 6 months paid leave after 12 months service.• We have a union recognition agreement with Unite, meaning that Unite is the officially recognised union for UK based staff.• Bike to work scheme.• Eye tests.• Season ticket loan.• Family friendly policies.• We provide Private Healthcare

How to apply

Valued Recruitment is working exclusively with Global Witness to recruit for their growing team. We are an ethical recruitment company, intent on hiring inclusively and transparently.

The closing date for this role is Tuesday 14th April but we are open to interviewing candidates on a rolling basis.

To apply, we welcome a CV and a 1-2 page covering letter detailing your interest in the role. Please send this to anna@valued-recruitment.co.uk

Accessibility is incredibly important to us here at Valued Recruitment and at Global Witness. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.

**We look forward
to receiving your
application.**

