

CAM INTERNATIONAL

10 Lockside Office Park, Lockside Road, Preston, PR2 2YS
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Registered Charity No: 1153577

Job Description - Media Officer

Role Title	Media Officer
Location	Preston, with the possibility of hybrid/remote working
Reports to	Operations Manager
Hours	Full time but open to negotiation

Purpose of Role

The Media Officer will play a key role in communicating the vision, activities, and impact of the CAM International. This role will help tell compelling stories from our mission partners and projects, strengthening engagement with supporters, churches, and the wider public.

The postholder will produce and manage high-quality content across a range of media platforms, ensuring consistent, creative, and effective communication of the charity's work.

Key Responsibilities

Content Creation

- Create engaging written, visual, and digital content for print and online platforms
- Manage articles, newsletters, updates, and promotional materials
- Gather and develop stories from overseas partners, staff, and beneficiaries
- Edit and proofread content to ensure clarity, accuracy, and consistency

Digital Media & Communications

- Manage and update the charity's website content
- Create and schedule content for social media platforms
- Develop ideas to increase engagement and reach across digital channels
- Support the production of email newsletters and supporter communications

Storytelling & Media Development

- Travel (where appropriate) or liaise with mission partners to gather stories and media
- Capture and curate photographs, videos, and testimonies for use in publications
- Ensure all content reflects the values and ethos of the charity

Collaboration & Support

- Work closely with leadership and field teams
- Support campaign development and promotional initiatives
- Assist with events, presentations, and public engagement activities

Brand & Messaging

- Ensure consistency of tone, branding, and messaging across all communications
- Help develop and maintain media guidelines and templates
- Promote the charity's mission and values through all outputs

Person Specification

Essential Skills & Experience

- Experience in media, communications, marketing, journalism, or a related field
- Strong writing, editing, and storytelling skills
- Experience managing digital content or social media platforms
- Ability to communicate clearly and sensitively across diverse audiences
- Good organisational skills and attention to detail

Desirable Skills & Experience

- Experience working within a charity, church, or mission organisation
- Photography or basic video production skills
- Familiarity with website content management systems (CMS)
- Experience working cross-culturally or internationally

Personal Qualities

- A commitment to the values and mission of the charity
- Creative, proactive, and self-motivated
- Able to work independently and as part of a team
- Flexible and willing to adapt to changing priorities
- Sensitive and respectful when handling stories from diverse contexts

What We Offer

- A supportive and purpose-driven working environment
- Opportunities for training and professional development
- Flexible working arrangements, including potential remote working
- Competitive salary and benefits package

This job description is a general guide and may be subject to change in line with organisational needs.