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Media Development Consultant (Hybrid) - remote working with travel

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Company: Zinc Network

Location: Warsaw

Category: business-and-financial-operations

Introducing Zinc Network

Zinc Network is an ISO certified business dedicated to meaningful, measurable change. Zinc conceptualises and creates programs, interventions, and strategic communications campaigns around some of the world's most complex problems – from disinformation to extremism, media capture to authoritarianism. We are headquartered in London with offices in Washington, D.C., Tbilisi, and Warsaw with 80+ team members from diverse professional and cultural backgrounds. Zinc works with a broad range of governmental, NGO, and private sector clients, including the UK Home Office (HO); the UK Foreign, Commonwealth and Development Office (FCDO); the United States Agency for International Development (USAID); the U.S. Department of State (DOS); UN agencies and missions; and foundations. We conceptualise and create award-winning programmes, interventions and campaigns that change the way that people think, feel and act across a wide range of pervasive social issues including disinformation and misinformation, violent extremism, poor governance, threats to children and young people's online safety, gender-based violence and more. We collaborate with diverse stakeholder groups to co-develop innovative, evidence-based solutions, including government departments, civil society organisations, technologists and entrepreneurs, activists, influencers, and media outlets. We draw from a range of disciplines to create change including social and behavioural research, cutting edge creative and digital execution, service design, public policy, and capacity-building.

Outline of the Job

Zinc Network is looking for short-medium term Media Development Consultants with a view to

strengthening the financial sustainability of independent media outlets in Central Europe.

The consultants should bring expertise in one or more areas of media development, ranging from supporting business strategy and revenue development to the adoption of data-driven content production and strengthening audience engagement. The location of this role is flexible, preferably Central Europe.

What you'll be doing

The consultants will provide expert advice, coaching or mentoring to independent media outlets and their leadership. The nature of support will range from online coaching to in person visits, as well as online or in-person workshops for representatives of a number of outlets.

We invite applications from media development specialists with experience either in-house or as external consultants in one or more of the following:

1. Organisational development and business strategy and planning, including:

- support in organisational development

- leadership coaching

- improving decision-making processes

- development of business strategy/models

- design, review and evaluation of business strategy

- branding and reputation

2. Revenue development and diversification, including:

- in-depth support in understanding and realising revenue models, including advertising, subscriptions, and membership/donation schemes

- identifying areas for potential audience growth

- strengthening channels and campaigns

- advertising sales

- marketing

monetisation of content/syndication/dissemination

3. Community engagement, e.g.

understanding audience engagement and fostering audience loyalty/supporter retention

newsletter development

design and management of member events

building membership/donations base

social media best practice

support in conducting audience surveys

4. Data-driven digital strategy and content production, e.g.

ensuring data from audiences feeds into business and editorial decision-making

adoption of real-time data in newsroom operations

user needs model for newsroom

5. Editorial content and journalism standards, e.g.

editorial team management

training in investigative reporting

OSINT skills

6. Content production and dissemination, e.g.

podcast development

short-form video

development of innovative content formats

datavisual journalism

Requirements

What we need from you

At least 8 years' experience in media development consultancy and/or as a practitioner in the media (in-house or external) in one or more of the areas of expertise (areas 1-6) cited above;

Experience in coaching, mentoring, or running training workshops;

Demonstrated experience in working with media business or editorial leadership and senior staff;

Strong formal writing and presentation skills in English;

Availability and willingness to travel.

Applications are especially welcome from experts with experience in Central Europe or with media outlets in other regions facing comparable challenges and media environment.

Knowledge of local languages an asset.

We will consider applicants who can cover all of the areas of expertise (areas 1-6 above) or one or more areas of expertise.

Area of Selection

We're committed to hiring a diverse workforce from different professional and cultural backgrounds, and to that end we encourage a variety of people to our company to represent the diverse range of subjects associated with our projects.

Conditions of Employment

Candidates who receive a job offer will be required to:

- Disclose any previous disciplinary action against them resulting from a substantiated safeguarding (including any breaches involving trafficking- related activities) or workplace investigation.
- Undergo background checks including employment verification, sexual offender registry (as available), identity confirmation, and anti-terrorism vetting.

How to apply

Please share a CV and cover letter stating how you meet the requirements by 6 September 2023. In the cover letter, please cite your daily rate and which of the areas of expertise (1-6) cited above you are applying for (you can apply for more than one area). If you require accommodations to be made at any point throughout, please contact

Data Protection

Zinc Network collects and processes personal data in accordance with applicable data protection laws. If you are a European Applicant see the [Data Protection Policy](#) for further details.

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