

Murtaza Shibli

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Summary

- Worked in Asia, Africa and Europe in various media/communication related roles – writing and management.
- Led training sessions across the world. Taught at the university level to undergrad/graduate level students.
- Solid management experience at International level.
- Have written/ edited hundreds of reports, conference proceedings, speeches and talking points, political and security analysis.
- Hundreds of published articles in journals and newspapers across the world. Currently write a weekly Op-Ed for The News; Jang (Urdu) Pakistan and The Telegraph, India.
- Bylines in *The Guardian*, *The Telegraph*, *New Internationalist*, and *Eastern Eye* (UK); *Telegraph* and *Indian Express* (India). TV appearances on the *BBC*, *Al Jazeera*, *Channel 4*, *CNN*, *PTV*, *Doordarshan*, *Dunya TV* etc.
- Have written/edited a well-reviewed book on the London Bombings: *7/7 | Muslim Perspectives*.
- Strategic and editorial communications management, guidance and direction.
- Proficient in English (native-like), Urdu and Punjabi; good understanding of Persian/Dari
- Design and implementation of public information, public affairs and media relations management.
- Media spokesperson – responding to media queries in emergency and politically sensitive settings
- Former Head of Communications, UNDP, South Sudan; and Press Officer at the UN, Pakistan

Work History

2019/02 |

2017/03 | – present:

Writer/Op-Ed columnist: *The Telegraph* (India)

***The News; and Jang* (Urdu), Pakistan**

- I write regularly for The Telegraph, India, fourth largest Indian newspaper. Also, I write a weekly column for one of Pakistan's largest media houses in their English and Urdu newspapers – The News and Jang. I retain full editorial control and my pieces focus on international politics, security, society, violence, war or literature.
 - I also write for other Indian publications such as Indian Express.

2016/11 –2018/03: Lecturer

Riphah Institute of Media Studies, Riphah International University, Islamabad, Pakistan

- Teaching post-graduate and graduate students; conducting training workshops and supervising presentations. Also, managed research and examinations
 - Input in designing syllabus for post graduate and graduate courses.

2015/05 – 2016/10: Managing Director/Head of Branding and Marketing

Kanwal Foods and Essentials, Srinagar, Kashmir, India

Head of Branding and Marketing as we launched several new retail products – dry ground spices, jams, jellies and pickles under two new brand labels.

- Design and management of new brand and various concepts from packaging, advertising to marketing
- Liaised with artists, brand designers, advertisers, printers
- Liaison with retailers to create brand awareness and exclusive retail outlets/shelves in large stores
- Marketing staff training and management

2014/03 – 2015/03: Press and Donor Liaison Officer, United Nations (OCHA), Islamabad, Pakistan

- *Public Information*: Liaising with media on behalf of the UN head. Drafting Key Messages on humanitarian crisis, issuing press releases, arranging press conferences, writing talking points and editorials for the Humanitarian Coordinator, who is also the head of the UN in Pakistan.
- *Reporting*: Preparation/editorial support for regular reports (daily, weekly, monthly) and other publications
- *Corporate Social Responsibility*: Reaching out to the corporate sector for humanitarian action
- *Designing and delivering training programmes/modules*: on project proposals, reporting and communications and delivering training for NGOs and partners.

2011/11 – 2013/12: Head of Communications, United Nations Development Programme, South Sudan

- Design and delivery of communication strategies (internal and external); provide constructive and timely advice on inclusion of communications components in programme designs
- Press releases, newsletters, editing and designing publications, drafting talking points
- Conducting meetings/training workshops
- Project managing the 'Governors' Forum', the most important political/development event of South Sudan in liaison with the Office of the President, South Sudan
- Develop and maintain a strong working relationship with programme/project staff to refine their messages
- Work with key government counterparts to provide them with technical communications support

2010/03 – 2011/09: Associate, Linstock Communications, London

- Strategic and editorial advice on public information campaigns for the police, National Health Services and NGOs on Islam, Muslim/South Asian Diaspora, health and community issues.
- Organising conferences and debates on public and policy issues. In November 2010, I conducted a national conference on the UK government counter terrorism strategy in British parliament. The speakers included parliamentarians, faith leaders and academics. *Further information:* <http://www.bmsd.org.uk/pdfs/Prevent.pdf>

Researcher, Simon and Schuster, Lahore, Pakistan and London, UK

- Conducted research for a book on Pakistani Cricket. I travelled to Pakistan several times to conduct archival research, translations to newspaper stories and interviews with people.

Associate, Derek Hooper Limited Equality and Inclusion Consultancy, London, UK

- Designing and delivering training sessions for a range of different audiences – social workers, teachers, managers and business services staff in employee communications, and external and internal advocacy.

2009/03 – 2010/02: Public Affairs and Media Officer, Muslim Council of Britain, London, UK

- Media liaison, press releases, media briefings and meeting with editors/journalists and media interviews
- Spokesperson for the organisation
- Training Muslim organisations on media issues and social and security issues
- Monitoring developments on anti-terror legislations and Islamophobia.
- Advocacy and promoting policy ideas among parliamentarians, government officials and NGOs through meetings, seminars and presentations
- Promoting relationship and networking with civil society – faith groups, trade unions, communities

2006/12 – 2008/12: Media and Communications Consultant, (self-employed), UK/ Belgium

- European NGOs or corporate clients such as Transport for London, Metropolitan Police, National Health Services, Linstock Communications, Equality Works, Muslim Council of Britain, and Muslim Directory etc.
- Conducted conferences/meetings with Parliament members, NGOs, human rights organisations
- Also edited various English language documents – from journals to books for my clients.

2004/03 – 2006/10: Customer Relations Officer/Manager, Transport for London

- Managed and delivered customer services to internal and external customers
- Trained staff on effective handling of customer services in various situations
- Developed SOPs for handling sensitive information inquiries from police in light of the Freedom of Information Act and the Data Protection Act

2003/11 – 2004/03: Programme Officer Islamic Aid, London, UK/ Bam, Iran

- Project managed emergency relief programme in earthquake hit Bam, Iran, delivering emergency humanitarian aid to over 300 families
- Coordination and liaising with the government officials and institutions for effective aid delivery
- Advocacy and media liaison
- Hiring and management of the local staff

2002/05 – 2003/11: Senior Researcher, MDUK Media, London, UK

- Wrote features, conducted interviews, updated community welfare sections etc.
- Liaison with businesses across the United Kingdom

1995/03 – 2001/12: Consultant/ Field Officer, International Committee of the Red Cross (ICRC), New

Srinagar/ Kashmir; and New Delhi/ India

- Designed media strategies for local audiences in Urdu and English
- Research and analysis of political and security situation
- Conducted comprehensive studies on various local aspects - local government structure; and profile of Kashmiri fighters, political and social groups.
- Wrote several long analytical reports on politics and security.
- write reports and press releases, weekly/monthly security assessments and situation reports and public information campaigns
- Liaised with journalists, political and civil society leaders

1990/03 – 1995/02: Associate Editor, Weekly Chattan, Srinagar

- Reporting political strife, militant violence and human interest features
- Security and political analysis, political and security forecasts
- Interviews with political and insurgent leaders

Education

MSc Violence, Conflict and Development (2008): *School of Oriental and African Studies (SOAS), London*

Special Journalism Course for Journalism (2001): *University of Westminster, London*

MA Mass Communication and Journalism (1997) (*First position/gold medal*): *University of Kashmir, Srinagar*

BA English, English Literature, Education, History, Kashmiri (1993): *University of Kashmir, Srinagar*

Media Training

Department of Media Studies, University of London: *Video Film making Workshop and Audio Editing*

London Film Academy, London: *Certificate in Film Making*

Chevening Scholarship for Young Journalists: *Foreign and Commonwealth Office, UK Government*

Daily Independent, London: *Intern*

Other Trainings

Diploma: Training of Experts in Rapid Co-operation and Assistance for Conflict Prevention Operations, Crisis Management and Post Conflict Rehabilitation (REACT) (2009)

University of Complutense, Madrid, Spain

Honours and activities

Ambassador of Peace, Universal Peace Federation, London, UK (2011)

Member, Identity and Passport Service, Home Office, UK Government (2009/2010)

Chevening Scholar for Journalism, London, UK (2000/2001)

Gold medal: MA Mass Communications and Journalism, Srinagar, Kashmir (1997)