



Road Safety Campaign Consultant, Bangkok

Vital Strategies

Vital Strategies, based in New York City, is an international public health organization. We develop and oversee programs to strengthen public health systems and address leading causes of morbidity and mortality, providing expertise in project implementation and management, strategic communications, epidemiology and surveillance, and other core public health capacities. Our specific programs include road safety, obesity prevention, tobacco control, and activities to strengthen public health data systems and the use of public health data to guide policy and decision-making. Activities are based in low and middle-income countries and cities in Africa, Latin America, Asia and the Pacific. Please visit our website at www.vitalstrategies.org to find out more about our work.

The Position

Vital Strategies is seeking qualified candidates for a **Road Safety Campaign Consultant** position based in Bangkok, Thailand. Applicants must possess a valid work permit to work in Thailand.

This is a half-time, 1-year consultancy with a possibility of renewal based on performance and availability of funds for our road safety program in Bangkok, Thailand. We are seeking a strategic communication consultant with experience to plan, implement and evaluate behavior change paid mass media campaigns.

Scope of service includes working collaboratively with government advocating for best practices in public health communication, collaborating with city agencies and program partners on designing effective media campaigns, and managing creative and research agencies.

The ideal candidate will have experience with campaigns that generate positive behavior change and drive public opinion. S/he will be conversant with various media channels. In addition, it is expected that the consultant will have well developed skills in stakeholder relations.

The position is part of Vital Strategies' Policy, Advocacy and Communications global team of 40, comprised of people from varying backgrounds, from social marketing to public relations to advertising to communication research. The team has a collaborative culture, clustering people with different skills and backgrounds to execute projects. Vital Strategies' global team values diversity and multicultural fluency.

The Consultant will support the development and implementation of one to two high-intensity mass media campaigns during the duration of the contract, and work closely with the embedded communication officer to amplify the campaign through PR and social media.

Specific Duties:

- Provide guidance on campaign strategic planning and assist the municipal government in developing and implementing mass media campaigns to support road safety policy and encourage positive behavior change of the road users in Bangkok including:
 - Research – supporting formative message testing research in the form of focus groups, and post-campaign evaluation (with the Vital Strategies research team);
 - Advertising campaigns, including agency selection and management, creative development, production and media planning;
 - Public relations including press events and editorial pieces on road safety issues;

- Social media efforts to amplify campaign message
- Advise municipal government on level of media placement budget required to achieve campaign objectives
- Work with Vital Strategies staff and advisors on strategy, messages and creative concepts in line with best practices
- Serve as a source of public health communications expertise for government, NGO stakeholders and BIGRS Bangkok team
- Advise the city and/or select and hire, manage and guide vendors on projects, including but not limited to creative, production, media and PR agencies, media planners, and research companies
- Be available to respond to requests for meetings with city officials at short notice
- Ensure timely and financially justified media deliverables
- Represent Vital Strategies in the city
- Provide support and assistance on events such as partners meetings; workshops, PR and campaign launches, and press conferences
- Prepare reports, presentations, correspondence, blogs, meeting agendas as needed
- Provide regular reports on progress of activities and of developments related to Vital Strategies programs
- Handle administrative responsibilities as needed

Qualifications and Skill Set

- Bachelor's degree with minimum 4 years of job-related experience in advertising, marketing communications and/or public relations; A record of working closely and collaboratively with government
- Good understanding of the media landscape in Thailand
- Strong interest in public health
- An understanding of the strategic process of public health social marketing campaign development, implementation and evaluation would be beneficial
- Excellent organizational skills and ability to successfully manage competing priorities and meet deadlines
- Capacity to work independently and collaboratively in an international team environment with solid interpersonal and verbal communication skills
- Excellent judgment, strategic thinker, strong initiative
- Strong oral and written proficiencies in Thai and English
- Solid knowledge of Microsoft Office Suite (Excel, Word, PowerPoint, Outlook)
- Consistent and reliable internet access is required to be able perform this role
- Current residency in Bangkok

Preferred Qualifications:

- Health communication or public health social marketing background

Compensation:

- Remuneration is commensurate with education, experience and salary history

How to Apply:

Email your resume and writing sample to Human Resources by June 20, 2018 at hr@vitalstrategies.org