

## Strategic Communication Consultant - Jamaica

### Vital Strategies

Vital Strategies, with headquarters 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](http://www.vitalstrategies.org) to find out more about our work.

#### The Position

Vital Strategies is seeking qualified candidates for a **Strategic Communication Consultant - Jamaica** position preferably based in Jamaica with ongoing travel to other countries. Applicants must possess a valid work permit to work in Jamaica.

The scope of service for this position includes working collaboratively with partners on a range of projects from designing media campaigns for Jamaica and the Caribbean region, managing creative and research agencies, coordinating with partners and grantees, to providing on-the-ground analysis and execution of campaign elements. The ideal candidate will have experience with advocacy and media campaigns that drive public opinion and influence discourse around social policy. 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 and be able to work closely with other partners in the region.

The position is part of Vital Strategies' Policy, Advocacy and Communications global team of forty, comprised of people from varying background from 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 two to three high-intensity mass media campaigns over two years, and provide ongoing communication support to amplify the campaign through opinion pieces, PR opportunities and social media. Communication campaigns will be integrated with local approaches, existing media work and tied to coalition partner and grantee activities.

The consultant will also provide technical assistance to governments and non-governmental organizations in Jamaica who partner with Vital Strategies. The position will be based in Kingston, Jamaica. On-going travel to other cities and countries will be required.



### **Specific Duties:**

- Provide guidance on strategic planning and build capacity to spearhead implementation of communication campaigns intended to shape public opinion and influence government officials around public health issues, including:
  - Formative research – in the form of focus groups or public opinion polls;
  - Advertising campaigns, including agency selection and management, message testing, polling, creative development, production, media planning and campaign evaluation;
  - Policy and advocacy campaigns including social media campaigns with local NGOs to support communications goals;
  - Public relations from events to editorial pieces that garner news media attention to public health issues;
  
- Assist with public health programs focused on policy, advocacy and communications;
- Work with Vital Strategies staff and agencies to develop messages and creative concepts;
- Use flexible and responsive activities that could include ad placements in current affairs magazines, social media campaigns, petitions, and buzz-marketing style events;
- Develop and maintain health communications expertise for government and NGO stakeholders;
- Build and maintain relationships with stakeholders, including ministries and other local partners, with the strategic aim to change policies and social perceptions;
- Assist Vital Strategies and its partners in hiring, managing and guiding vendors on projects, including but not limited to creative, production, media and PR agencies, media planners, and research companies;
- Monitor grants and contracts with particular attention to media deliverables to ensure timely execution and implementation;
- Execute marketing and public relations strategies on behalf of Vital Strategies in country
- Provide support and assistance on events such as workshops, PR and campaign launches, and press conferences;
- Assist with drafting of reports, presentations, correspondence, blogs, meeting agendas as requested;
- Draft press releases, statements, letters to the editor, opinion pieces, questions and answers, fact sheets, columns, web and newsletter copy and other materials as needed to provide information to the press, both proactively and reactively;
- Assist with other Vital Strategies public health programs as needed;
- Provide regular reports on progress of activities and of developments related to Vital Strategies programs;
- Handle administrative responsibilities as needed.

**Qualities and Qualifications:**

- University degree with minimum 4 years of job-related experience in advertising, communications and/or public relations;
- Good understanding of the media landscape across the CARICOM region
- Strong interest in public health;
- 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 English;
- Solid knowledge of Microsoft Office Suite (Excel, Word, PowerPoint, Outlook);
- Current residency in Kingston, Jamaica;
- Health communication background preferred

**Compensation:**

Remuneration is commensurate with education and experience.

**How to Apply:**

Email your resume and writing sample to Human Resources by April 30, 2018 at [hr@vitalstrategies.org](mailto:hr@vitalstrategies.org)