



Writer and Content Strategist

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 illness, injury and death, providing expertise in project implementation and management, strategic communication, epidemiology and surveillance, and other core public health capacities. Our specific programs include tobacco control, road safety, obesity prevention, and activities to strengthen public health data systems and the use of public health data to guide policy and decision-making. Activities are primarily based in low- and middle-income countries and cities in Africa, Latin America, Asia and the Pacific. Please visit vitalstrategies.org to find out more about our work.

The Position

Vital Strategies is looking for a full-time **Writer and Content Strategist** to support its wide portfolio of work.

Reporting to a senior manager in the Policy, Advocacy and Communication (PAC) division, the writer and content strategist will support Vital Strategies' internal, executive, corporate and communication work. There are two core duties for the content strategist. The first is supporting executive communication with a focus on the president and CEO, including talking points and speech writing for external events and internal communications to staff. The second is content creation, curation and strategy for our corporate communication, with a major focus on the website.

With strong relationships across the organization, the writer and content strategist will write original stories and curate existing materials to be published in strategic formats, including creating and managing regular communication from our CEO, executing our weekly staff newsletter, thoughtfully developing content for our website, actively managing our home page content, and working with our digital team to bring that content into extended social channels. Lastly, the writer and content strategist will work in an integrated way with our editorial, public relations, digital and design teams to bring stellar writing, messaging, strategy, and editing to a wide variety of external content. The writer and content strategist will be supported by an excellent team of peers with design, editorial, digital, social marketing and public relations experience.

The successful candidate will have impeccable writing skills, strong news judgement and the ability to adapt tone and voice for various channels and audiences. They will have a strategic sense of creating a wide variety and style of materials that show the vision of our CEO, our executive team and the impact of our organization.

Specific Duties

- Create external and internal communication for our executive team, including talking points, speeches and monthly internal communication for the president and CEO
- With a strong knack for storytelling, write clear, compelling content about Vital's program activities for the web, weekly newsletters, opinion pieces and features, as well as annual and other reports, video/audio scripts, policy briefs, and marketing materials.



- Bring thoughtful strategic thinking to how content may be repurposed into several areas of communication.

Qualities and Qualifications

- Public health, public policy, social science knowledge and experience
- Four years of progressive experience in writing and content development
- Demonstrated experience in writing and marketing public health or health care content
- Experience applying insights from analytic tools to improve content performance
- Experience working in or on behalf of international settings, ideally low- and middle-income countries
- Bachelor's degree in social science, humanities or other discipline that requires superior writing and analytical skills; a Masters degree would be a plus.

Desired Skills

- Exceptional writing skills
- Strong persuasion skills
- Well-organized, with the ability to self-manage and deliver high-quality work on time
- Fluency in written and spoken English; fluency in another language a plus

How to Apply

Please send CV and a cover letter to hr@vitalstrategies.org indicating the position applied for in the subject line. Closing date for applications is **May 12, 2019**. Only shortlisted candidates will be contacted.

Vital Strategies offers competitive compensation for full-time employees and pro-rata for part-time employees based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, dental and vision insurance where Vital Strategies pays generously towards the cost of these benefits for employees and their families/domestic partners; 15 paid vacation days (rising to 20 paid vacation days from fourth year of service and 25 from seventh year onwards), 13 paid federal holidays and paid days off between the Christmas and New Year's holidays; paid sick days; retirement savings plan; commuter benefits; and basic life and personal accident insurance.