**Communication Manager, Road Safety program, Mexico**

**Vital Strategies**

Vital Strategies is a global public health organization working in 70+ countries to strengthen public health systems. It is headquartered in New York City and offices in Paris, Singapore, Jinan, São Paulo and Addis Ababa. Vital develops and oversees programs which address leading causes of morbidity and mortality, providing expertise in project implementation and management, strategic communication, epidemiology and surveillance, and other core public health capacities. Our specific programs include: road safety, food policy, 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**

The Communication Manager, Mexico position is part of Vital Strategies’ Policy Advocacy and Communication Division’s global team of more than 60, comprised of people from varying backgrounds 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.

As part of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), we are seeking a Communication Manager, Mexico with experience running social marketing—ideally public health—campaigns integrating mass media, public relations, earned and digital media strategies. The Communication Manager will be based in Mexico City and work with the cities of Mexico City and Guadalajara as well as national level government agencies as appropriate.

The Communication Manager will provide technical support to government agencies on the planning and implementation of media campaigns to improve risky behaviors on the road. Communication campaigns will be coordinated with local road safety plans and traffic law enforcement operations, and tied to BIGRS partner and grantee activities. Day-to-day responsibilities will include working collaboratively with government and non-government partners on a range of projects from designing media campaigns, managing advertising, media planning/buying, research, social, digital and public relations agencies and coordinating with partners and grantees, to providing on-the-ground analysis and execution of campaign elements.

The Communication Manager will also be involved in organizing communication trainings and capacity building workshops for government communication stakeholders to support the BIGRS program.

The Communication Manager will be engaged in earned media efforts, including media campaign launch events and general promotion of the initiative and Vital Strategies in the media.

The ideal candidate will be familiar with public health and have experience with behavior change media campaigns. They will be conversant with various media channels and have familiarity with media planning and placement to optimize reach. It is expected that the individual selected for the role will have experience in multi-sectoral stakeholder relations and be able to work closely with government organizations.

This is a part-time or a full time position, negotiable.
Specific Duties:

Provide strategic guidance for Vital Strategies’ road safety communication program in Mexico with a focus on Mexico City and Guadalajara to implement road safety campaign addressing speeding.

Specific duties include:

- Build and maintain relations with a multi-sectoral stakeholder group;
- In partnership with government lead, designing optimal campaign strategy;
- Developing advertising campaigns on traditional and digital media, including messages, concepts and creative development, production and media planning and budgeting;
- Providing public relations support, including press events and editorial pieces.
  - Conducting social behavior research e.g. campaign evaluations;
  - Documenting case and publishing findings and lessons learnt.

Qualities and Qualifications:

- University degree with minimum 4 years of job-related experience in advertising, communications or public relations;
- A good understanding of the media and PR landscape in Mexico and established media connections;
- A strong track record of working closely and collaboratively with stakeholders, including governmental agencies and NGOs;
- Familiarity with public health and health advocacy;
- Experience developing and executing social marketing campaigns;
- Excellent organizational skills and the ability to successfully manage competing priorities and meet deadlines;
- The capacity to work independently and collaboratively in an international team environment with solid interpersonal and verbal communication skills;
- Excellent judgment, strategic thinking and strong initiative;
- 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 Mexico;
- Mandatory – native Bangla speaker, proficient in English (written and spoken).

Please submit your application to Omar Jacob ojacob@vitalstrategies.org and Maria Cardenas mcardenas@vitalstrategies.org by July 31, 2023. We contact selected candidates by Aug 7, 2023.