



Senior Communication Consultant
Vital Strategies
New York, NY

Terms of Reference

Title: Senior Communication Consultant

Contract Type: Fixed term

Contract Duration: 3 months

Start Date: ASAP

Application Deadline: June 5, 2023

Vital Strategies

Are you seeking an opportunity to bring your professional expertise to a global organization focused on re-imagining public health?

Vital Strategies, headquartered in New York City, is an international public health organization. Our programs strengthen public health systems and address the world's leading causes of illness, injury and death. We currently work in 73 countries, supporting data-driven decision making in government, advancing evidence-based public health policies and mounting strategic communication campaigns. Vital Strategies' priorities are driven by the greatest potential to improve and save lives. They include non-communicable disease prevention, cardiovascular health promotion, tobacco control, road safety, obesity prevention, epidemic prevention, environmental health, vital statistics systems building and Multi-drug resistant tuberculosis treatment research. Our programs are concentrated 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.

We believe our programs are strengthened when they are developed and supported by individuals with diverse life experiences, whose understanding of social and cultural issues can help make our work and workforce more inclusive. We encourage people of all racial, economic, social, cultural, sexual orientation, and gender expressions to apply. As such, our commitment is to promote equal employment opportunities (EEO) for all applicants seeking employment. People of color, women, LGBTQI+ people, people with disabilities, people who use drugs or are in recovery, and formerly incarcerated people are encouraged to apply.

Read about Diversity, Equity and Inclusion and Vital Strategies: <https://www.vitalstrategies.org/diversity-equity-and-inclusion-at-vital-strategies>.

Vital Strategies is committed to helping prevent the spread of COVID-19 and to protecting the safety of our employees. All U.S. employees will be required to be fully vaccinated unless the employee is approved for a reasonable accommodation due to a disability or a religious reason.

The Consultancy

Vital Strategies is looking for a Senior Communication Consultant to support public relations and communication activities for the organization's Data for Health initiative. Data for Health is a global initiative committed to the better strengthening the use of data for public health policymaking. Vital Strategies' involvement includes providing technical assistance to improve civil registration/vital statistics



systems and public health data use in 25 focus countries and 40 non-focus countries.

Working closely with Vital Strategies' technical staff and regional partners, the Senior Communication Consultant will lead the design and execution of publicity strategies and campaigns for the Initiative. **This is a 3-month, fixed term consultant agreement.**

Core Responsibilities:

- Develop, write and edit compelling content including, press releases, case studies, fact sheets, briefings, statements, social copy, newsletters, blogs, and op-eds.
- Plan and execute publicity and campaign strategies that result in high-quality media coverage for the Data for Health initiative.
- Liaise with program teams, partners, and other key stakeholders to stay informed on the initiative's activities, proactively identify milestones, support press and communication strategies, and track/follow up on media impact.
- Develop news angles, stories and pitches to further the initiatives' goals, activities, and impact.
- Support interviews, workshops, events, press briefings and other press and media engagements to advance the initiatives' mission with regional, national and international media.
- Track communication activities and prepare and submit communication reports.
- Maintain quarterly "Data Digest" programmatic newsletter.
- Develop and update general promotional material and publications (brochures, web content and toolkits, fact sheets, one-pagers) and other collateral material as needed.
- Support press conferences and other press events and pitch speakers and panels for relevant conferences, as needed.
- Other duties as assigned by supervisors.

Consultant background must include:

- 8+ years of PR, communication and/or marketing experience
- Excellent writer and storyteller. You have a knack for and a history of connecting with audiences through exceptional written and verbal communication skills
- Proven track record of managing media relations (online, broadcast and print) and building relationships with journalists and other key members of the press
- Experience writing and preparing marketing materials, including press releases, fact sheets, pitches, programs, one-pagers, web, newsletter and social content
- Experience with email marketing services (Mailchimp); social media channels media intelligence platforms (Meltwater);
- Ability to communicate and collaborate effectively across time zones and platforms
- Excellent interpersonal skills
- Ability to work fast, meet deadlines, manage multiple tasks, and thrive in a fast-paced environment
- Contribute to a team atmosphere and work well with others
- Preferred:
 - Agency experience
 - Public health / Nonprofit experience
 - Experience working in international settings

How to Apply:

To apply, please submit a CV, cover letter and examples of your work to Lara Tabac (ltabac@vitalstrategies.org) and Christina Honeysett (choneysett@vitalstrategies.org)



Closing Date for Applications: June 5. Only shortlisted candidates will be contacted.