



REQUEST FOR COMMUNICATION CONSULTANT SERVICES, ECUADOR

Purpose and Scope of this Request

As part of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), we are seeking a Communication Manager/Consultant, Ecuador with experience running social marketing—ideally public health—campaigns integrating mass media, public relations, earned and digital media strategies.

The Communication Manager/Consultant will be based in Guayaquil / Quito, Ecuador and work with national, Guayaquil and Quito stakeholders and international partners to implement social marketing campaigns aimed to reduce risky behaviors.

This consultancy is anticipated to start on February 1, 2023 and end on December 31, 2023 with possible extension.

Vital Strategies Organizational Background

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.

Project Overview—Scope of Services

The Communication Manager/Consultant 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 national and sub-national media campaigns for Ecuador working with 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/Consultant will also be involved in organizing communication trainings and capacity building workshops for government communication stakeholders to support the BIGRS program.

Specific duties include:



- Conducting strategic planning meeting with a multi-sectoral stakeholder group;
- Conducting formative message testing research of speeding advertisement;
- Hand in hand with government lead and Vital Strategies communication advisors, developing social marketing campaigns on traditional and digital media, including messages, concepts and creative development, production and media planning and budgeting; monitoring and evaluation
- Providing public relations support, including editorial pieces and conferences submissions.

Specific deliverables include:

The ideal candidate will be familiar with public health and have experience with media campaigns that motivate positive behavior change. They will be conversant with various media channels and have familiarity with media planning and placement to optimize reach. In addition, 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.

Consultant Qualifications:

- Bachelor degree with minimum 4 years of job-related experience in communications, advertising or public relations;
- A strong track record of working closely and collaboratively with government stakeholders.
- Familiarity with public health and health advocacy;
- Experience developing and executing social marketing campaigns;
- A good understanding of the media and PR landscape in Ecuador and established media connections;
- 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.
- 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 Ecuador
- Mandatory – native Spanish speaker, proficient in English (written and spoken).

Instructions for Consultant

Please submit your application to mcardenas@vitalstrategies.org by January 10, 2023. We will contact selected candidates by January 17, 2023.

