

To post: August 8-12, 2022

RFP: Professional Communications Consultant, Data for Health Initiative, Public Health Programs Division

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by a strong public health system. We work with governments and civil society in 73 countries to design and implement evidence-based strategies that tackle their most pressing public health problems. Our goal is to see governments adopt promising interventions at scale as rapidly as possible.

To find out more, please visit www.vitalstrategies.org or Twitter [@VitalStrat](https://twitter.com/VitalStrat).

Data for Health Initiative

The Bloomberg Philanthropies Data for Health (D4H) Initiative aims to enhance public health data collection and use in low- and middle-income countries. Under this Initiative, Vital Strategies, in partnership with other global public health organizations, is implementing a multi-year program to provide support to numerous countries in Africa, Latin America, Asia, and the Pacific in improving public health data systems, such as civil registration and vital statistics (CRVS) and cancer registries and enhancing the use of data for decision making. The four programmatic arms of the D4H at Vital Strategies are known as CRVS, Data Impact, Cancer Registries and the Global Grants Program (GGP).

Responsibilities/Deliverables

The scope of this consultant assignment is to develop and support the communications strategy, tools and materials across all four arms of the initiative at Vital Strategies. Working closely with the Data for Health (D4H) team, the project and estimated deadlines include two core areas of work with accompanying sub-areas:

1. Communication strategy – Delivered on or before October 15, 2022

A. Develop Objectives – what are we communicating and why?

- i) Clarify the D4H story
- ii) Define the D4H elevator pitch
Define the elevator pitches for each arm
- iii) Strategize on Dissemination Strategy
Review current channels and suggest new channels
Primary audiences to be reached
Determine the best channels (and frequency) for reaching these audiences

2. Communication products and campaigns – ongoing through end of consultancy

- A. Review existing communication products and determine if any new ones need to be developed; strategize on how to increase audience for current products – delivered on or before September 15, 2022
- B. Develop a communication plan for various activities, e.g. sharing resources and eLearning material, sharing news on country-based activities, promoting large events, etc. – delivered on or before y November 1, 2022
- C. Review existing campaigns and sketch out a new one for Data Impact – delivered on or before November 15, 2022
- D. Write tweets, press releases, etc. for relevant content throughout consultancy - ongoing

Experience and Qualifications

- Advanced experience (> 10 years) working in strategic communications and marketing for non-profit sector; preference for experience in global health, public health and with audiences in low- and middle-income countries
- Advanced experience (> 10 years) in content development, writing press releases, speeches, technical briefs (policy, programs), presentations, donor reports
- Excellent verbal and written communication skills
- Comprehensive project management skills, with the ability to meet tight deadlines
- Prior independent consultant experience with global health, public health or international development sector preferred

Assignment

This is a short-term consultant position with a total anticipated level of effort of up to 50 days total. Deliverables are expected to be completed by December 2022. Note that contracts are executed and paid in the currency of the country where the consultant is based and that payments are tied to deliverables.

Application

Submit a CV, a digital portfolio or samples of prior work, and a brief cover letter to ltabac@vitalstrategies.org and Operationsrfp@vitalstrategies.org by **August 12, 2022, 5.00 PM EST. Interested applicants must provide a quote for the total consultancy, including an estimate of the days needed per deliverable and the daily rate.** Note any additional services you provide that you think may benefit this project.