

Communication Manager

Vital Strategies

Vital Strategies (VS), 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 morbidity and mortality, providing expertise in project implementation and management, strategic communications, epidemiology and surveillance, and other core public health capacities. Our specific programs include road safety, obesity prevention, 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. VS is an independent affiliate of The International Union against Tuberculosis and Lung Disease (The Union).

The Position

Vital Strategies is seeking qualified candidates for the position of Communication Manager. This is a full-time position based in New Delhi, India. Applicants must possess a valid work permit to work in New Delhi, India.

We are seeking a Communication Manager with experience in running campaigns with mass media, integrated public relations, paid and social media elements and expertise in one or more of these communication areas. The job responsibilities range from designing media campaigns for India, to managing creative or research agencies, coordinating with partners and grantees, providing on-the-ground analysis and execution of social issue campaigns and events. This work is funded under the Bloomberg Initiative to Reduce Tobacco Use, which works to reduce the impact of smoking and tobacco on low- and middle-income countries.

The position is part of Vital Strategies' Policy, Advocacy and Communications global team of forty, comprised of people from varying backgrounds, ranging from public relations to advertising to communication research. The team has a very collaborative culture, clustering people with different skills and backgrounds to execute projects. Vital Strategies' global team values diversity and multicultural fluency.

The Communication Manager will run two to three high-intensity media campaigns over two years, and provide ongoing communication support for opinion pieces, PR opportunities and social media. Communication campaigns will be integrated with local approaches, existing media work and tied to BI partner priority activities. The Communication Manager will also provide technical assistance to governments and non-governmental organizations in India who partner with Vital Strategies on campaigns.

Specific Duties:

- Provide guidance and spearhead implementation of communication campaigns, including agency selection and management, message testing, polling, creative development, production, media planning and campaign evaluation;

- Build strong collaborative relationships with senior government officials in central government and various departments of state government; with policy makers, key opinion leaders as well as other NGOs and relevant organizations.
- Monitors news media and government sources for potential changes in regulatory and legislative areas to ensure Vital Strategies reacts effectively and advises its members of the resulting impact on their operations.
- Work with Vital Strategies staff and agencies to develop messages creative concepts.
- Use flexible and responsive activities that could include advertisement placements in current affairs magazines, social media campaigns, petitions, and buzz-marketing style events.
- Develop and maintain health communications expertise for government and NGO stakeholders.
- Build and maintain relationships with stakeholders, including ministries and other local partners
- Assist Vital Strategies and its partners in hiring, managing and guiding vendors on projects, including but not limited to creative, production, media and PR agencies, media planners, and research companies.
- Monitor grants and contracts with particular attention to media deliverables to ensure timely execution and implementation.
- Execute marketing and public relations strategies on behalf of Vital Strategies in country.
- Provide support and assistance on events such as workshops, PR and campaign launches, and press conferences.
- Draft press releases, statements, letters to the editor, opinion pieces, questions and answers, fact sheets, columns, web and newsletter copy and other materials as needed to provide information to the press, both proactively and reactively.
- Assist with drafting of reports, presentations, correspondence, blogs, meeting agendas as requested.
- Assist with donor reporting and provide regular reports on progress of activities and of developments related to Vital Strategies programs.
- Assist with other Vital Strategies' public health program as needed.
- Handle administrative responsibilities as needed.

Qualifications and skill set:

- At least a Master's degree in the social sciences with 10 years of job-related experience in advertising, communications and/or public relations.
- Demonstrated understanding of government processes and institutions.
- Demonstrated understanding of the media landscape in country; excellent network of relationships with journalists, preferably in health.
- Strong interest in public health.

- Excellent organizational skills and ability to successfully manage competing priorities and meet deadlines.
- Capacity to work independently and collaboratively in an international team environment with solid interpersonal and verbal communication skills.
- Excellent judgment, strategic thinker, strong initiative.
- Strong oral and written proficiency in English.
- Solid knowledge of Microsoft Office Suite (Excel, Word, PowerPoint, Outlook).

How to apply:

Please send CV and a cover letter, including salary expectations, to hr@vitalstrategies.org indicating the position applied for in the subject line.

Closing date for applications: **Monday, July 10th, 2017**. Only shortlisted candidates will be contacted.