

## Communications 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](http://www.vitalstrategies.org) to find out more about our work.

#### **The Position**

Vital Strategies is seeking qualified candidates for the position of **Communications Manager**. The position is based in Singapore and applicants must possess or be eligible for a valid work permit for Singapore.

#### **Overall Role:**

Vital Strategies is looking for a Communications Manager (CM) who will join our Singapore office. The candidate will be responsible for management of air pollution and related environmental health advocacy communication campaigns and will contribute to the overall organizational marketing and promotion efforts. The CM will work with a world-class team of environmental health and communication experts with a culture of supportive teamwork, rigorous evaluation, innovation and good humor.

S/he will use communication strategies, including earned media, paid and social media, to shape public opinion around air pollution in Southeast Asia. S/he will be responsible for developing and overseeing survey activity to assess public perceptions and beliefs about air pollution and its sources, and use those findings to formulate communications strategies to raise awareness, concern and promote knowledge and belief that air quality can be improved through governmental action. Working through in-country officers and NGO partners, technical experts and often managing external agencies, s/he will launch, manage and evaluate focused campaigns. S/he will also be an integral part of Vital Strategies' Singapore-based team, helping develop opinion pieces, crafting talking points for senior leaders, and conceiving social media campaigns and more.

The right candidate for the position will be a writer who can craft sharp, public messages from technical source material and thinks creatively about how we can position our issue to capture the attention of journalists, policy makers and the public. S/he can juggle multiple priorities and has terrific judgment, pulling in other team members and expertise from the larger team as required. Some international travel may be required.

#### **Specific Duties:**

- Guide the work of external vendors such as survey firms, PR, social media and creative agencies
- Working with issue and country staff to develop pitch and campaign ideas, content for external affairs and social marketing campaigns
- Working with environmental health team specialists (scientist, epidemiologist and program officer) to execute public opinion surveys and focus groups, and media campaigns
- Creation of many different types of content, including press releases, opinion pieces, letters-to-the-editor, social media content, web copy and more.
- Developing fresh angles and long term communication strategies for advancing campaigns
- Tracking communication activities, reach and successes.

### **Qualification and Skill Set:**

- BA or higher degree in public or media relations, journalism, or related field
- Two or more years of experience in health communication, public relations or public communication role
- Strong interest in environmental health concerns
- Highly organized, attention to detail, independently motivates
- Exceptional writing ability and strong verbal and presentation skills
- Strong editing skills
- Proficiency in Microsoft Office computer programs
- Proficiency or aptitude for communication technology such as Facebook, Twitter,
- Great teamwork and “people” skills

### **How to Apply:**

Please submit a CV and cover letter to [hr@vitalstrategies.org](mailto:hr@vitalstrategies.org) including the position applied for in the subject line. Kindly indicate salary expectation in the cover letter.

Applications will be accepted until position is filled. Only shortlisted candidates will be contacted. Preference will be given to Singapore citizens and permanent residents.