

## Director, Public Relations

### 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. VS is an independent affiliate of The International Union against Tuberculosis and Lung Disease (The Union).

### **The Position**

Our experienced global team combines evidence-based strategies with innovation to help develop sound public health policies, manage global projects, undertake epidemiology, research and evaluation and design strategic communication campaigns for policy, advocacy and behavior change. Vital Strategies is headquartered in New York City.

Reporting to the Senior Vice President, the Director, Public Relations will be a proactive member of the external communications team, helping to raise our profile in the United States and internationally and work to grow the brand of our new and thriving organization. She/he will join a world-class team of communication experts with a culture of supportive teamwork, rigorous evaluation, innovation and good humor.

The right candidate for the position will be an excellent writer who can craft sharp, public messages from technical source material and who can think creatively about how we can position our organization to capture the attention of journalists, policy makers and the public. An excellent manager of programs, people and agencies, 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.

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 multi-cultural fluency.

Based in our headquarters in New York City, the Director, Public Relations will work closely with our team to spearhead coordinated communication strategies aimed at using the media to increase our global presence and advance our policy agenda. Vital Strategies work has been covered in the Economist, New York Times, Guardian and in prominent national and regional outlets. The Director, Public Relations will look to deepen our coverage and think strategically about how we can garner additional coverage and in long and short form outlets that will advance our organizational and issue-based goals through earned media.

The successful candidate will require superior communication skills, a deep understanding of the media landscape, the ability to balance multiple tasks, and the ability to work with diverse cultures.

Vital Strategies offers competitive compensation based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, dental and vision insurance where Vital Strategies pays generously towards the cost of these benefits for employees and their families/domestic partner; 15 paid vacation days (rising to 20 paid vacation days from fourth year of service and 25 from seventh year onwards), 13 paid federal holidays and paid days off between the Christmas and New Year's holidays; paid sick days; retirement savings plan; commuter benefits and basic life and personal accident insurance.

**Duties are as follows:**

- Assist in development and implementation of media strategies to generate media coverage in the US and internationally
- Work to amplify progress in specific program areas
- Represent VS at local, national and international meetings
- Write, edit press releases, website and social media content and other publicity materials as needed
- Write, edit, and place op-ed pieces in national and international media
- Assist with organization of press conferences, campaign launches and media appearances
- Conduct media outreach
- Manage contracts with marketing and PR consultants as needed
- Manage contracts with external vendors as needed
- Coach spokespeople in preparing for interviews
- Build key media relationships
- Create presentations as needed
- Assist with media strategies in VS priority countries
- Support the Policy, Advocacy and Communication team with additional PR and media activities as needed

**Qualifications and skill set:**

- Bachelor's degree, Master's degree preferred
- Strong team work and project management skills
- Background in health communications preferred
- Strong track record of successful media placement, demonstration of expertise in targeted media strategies, expertise in social media and experience in generating analytics, impact and results
- Extraordinary judgment and interpersonal skills
- Extraordinary writing and editing skills
- Expertise in working with technical, medical, scientific experts and translating information into clear communication
  
- Experience using state-of-the-art communications technology creatively and effectively
- Ease with Microsoft Office Suite, Facebook, Twitter, MailChimp, and file sharing platforms
- A minimum of 5 years' experience in public relations, marketing and communications
- High energy, a strong work ethic, and an unquestioned reputation for integrity
- A record of success
- Ability to travel

**Compensation:** Competitive salary and benefits. Salary is commensurate with experience.

Email your resume and cover letter along with the names, email addresses and phone numbers of three professional references to: [tbiratu@vitalstrategies.org](mailto:tbiratu@vitalstrategies.org)

Please also state your salary requirements.

Applications will be accepted until position is filled. Minorities are encouraged to apply.