

## Public Relations Associate

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 looking for a Public Relations Associate who will join our New York office. The candidate will be responsible for supporting the external affairs and social marketing teams in the execution of activities around the world that advance health and opportunity for all people. The Public Relations Associate will work with a world-class team of communication experts with a culture of supportive teamwork, rigorous evaluation, innovation and good humor.

Responsibilities may include writing press releases, opinion pieces, blogs, and social media PR messages (tweets, Facebook posts), doing research on news outlets, and monthly reporting on communication activities. Reporting to the Public Relations Director, the Public Relations Associate will partner with technical staff to create materials relevant to a wide variety of programs ranging from environmental issues to tobacco control.

The right candidate for the position will be a prolific writer, able to synthesize complex ideas into simpler, compelling narratives for public audiences. S/he will be a creative thinker, contributing new ideas about how to pitch stories or share information to audiences in new ways. S/he will be highly motivated and detail oriented, able to keep multiple projects advancing simultaneously. The position requires a consummate team player who works well within a large team, advancing his/her own work but able to work with technical leads to gather information to inform final pieces.

The position is a good fit for an excellent writer and communicator with one to three years of experience in PR or public affairs communication. S/he is hungry to learn more about a wide range of communications, wants to be part of a highly engaged and fun team, and is motivated by making a difference in the world. Vital Strategies' global team values diversity and multi-cultural fluency.

### **Position and Duties as required, but including:**

- Create press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Assist in management of Social Media presence via Facebook, email marketing, Twitter, Blogs, etc. as directed by management
- Develop & update general and program brochures, media kits, key messages, fact sheets, & other collateral material as needed.

- Assist with research on media outlets and opportunities and assist in media outreach & coverage with media releases, TV/radio interviews, feature stories, PSAs, press conferences, etc.
- Work with entire external communications team to develop fresh story ideas and long term communication strategies.
- Coordinate scheduling and logistics as required.

**Qualifications and skill set:**

- BA or higher degree in public or media relations, journalism, or related field, - or demonstrated min. of 2 yrs experience in one or more of these areas
- One to three years of experience in a public relations or public communication role
- Highly organized, attention to detail, independently motivates
- Exceptional writing ability and strong verbal and presentation skills
- Keenly interested in communication and marketing strategy
- Very interested in global health and/or development issues
- Strong editing skills
- Proficiency in Microsoft Office computer programs
- Proficiency or aptitude for communication technology such as Facebook, Twitter, content management systems
- Great teamwork and “people” skills

How to apply:

**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 [hr@vitalstrategies.org](mailto:hr@vitalstrategies.org) by **October 31<sup>st</sup>**. Please also state your salary requirements.

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.