

Strategic Communication Consultant, Colombia**Vital Strategies**

Vital Strategies (VS), with headquarters 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.

The Position

We are seeking a strategic communication consultant with experience running PR, earned and digital media campaigns with integrated media advocacy elements.

Scope of service includes working collaboratively with partners on a range of projects from designing media campaigns for Colombia, managing digital and PR agencies, coordinating with partners and grantees, to providing on-the-ground analysis and execution of campaign elements.

The ideal candidate will have experience with community or public sector organizations and media campaigns that drive public opinion and influence discourse around social policy. S/he will be conversant with various media channels. In addition, it is expected that the consultant will have well developed skills in stakeholder relations and be able to work closely with other partners in country.

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

The Consultant will support the development and implementation of PR and digital media campaigns, and provide ongoing communication support to amplify the campaign through publicity and broader advocacy efforts. Communication campaigns will be integrated with local approaches, existing media work and tied to coalition partner and grantee activities.

The position will be based in Bogota. On-going travel to other cities and countries will be required.

**Specific Duties:**

- Provide guidance on strategic planning and build capacity to spearhead implementation of communication campaigns intended to shape public opinion around public health issues, including:
 - Social media campaigns with NGOs to support communications goals;
 - Public relations from events to editorial pieces that garner news media attention to public health issues;
 - Advertising campaigns, including agency selection and management, message testing, polling, creative development, production, media planning and campaign evaluation.
- Work with Vital Strategies staff and agencies to develop messages and creative concepts;
- Use flexible and responsive activities that could include ad 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, media and PR agencies, and research companies;
- Monitor grants and contracts with particular attention to media deliverables to ensure timely execution and implementation;
- Execute digital 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;
- Prepare 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;
- Develop presentations, correspondence, blogs, meeting agendas as requested;
- Assist with other Vital Strategies public health programs as needed;
- Provide regular reports on progress of activities and of developments related to Vital Strategies programs;
- Handle administrative responsibilities as needed.

**Qualities and Qualifications:**

- University degree with minimum 4 years of job-related experience in advertising, communications and/or public relations;
- A strong track record of working closely and collaboratively with stakeholders, including governmental agencies and NGOs;
- Knowledge of the public health policy development and advocacy process;
- Good understanding PR and digital media landscape in the Colombia;
- 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 proficiencies in English;
- Solid knowledge of Microsoft Office Suite (Excel, Word, PowerPoint, Outlook);
- Consistent and reliable internet access is required to be able perform this role;
- Current residency in Bogota, Colombia;
- High proficiency in English (written and spoken).

Preferred Qualifications:

Health communication background.

Compensation:

Remuneration is commensurate with education, experience and salary history.

How to Apply:

Email your resume and writing sample to Human Resources by December 8th at hr@vitalstrategies.org

Vital Strategies envisions a world where every person is protected by a strong public health system. Our team combines evidence-based strategies with innovation to help develop sound public health policies, manage programs efficiently, strengthen data systems, conduct research, and design strategic communication campaigns for policy and behavior change. Vital Strategies was formed when The Union North America and World Lung Foundation joined forces. It is an affiliate of The International Union Against Tuberculosis and Lung Disease (The Union).