



Communications Manager/Officer-Singapore

Vital Strategies

Vital Strategies, 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.

The Union

The International Union Against Tuberculosis and Lung Disease (The Union), headquartered in Paris, France since 1920, has regional and country offices in Africa, Asia Pacific, Europe, Latin America, North America and South-East Asia. The Union provides expertise in project implementation and management, epidemiology and surveillance, and other core public health capacities on a variety of global health challenges. For more information about The Union please visit www.theunion.org.

The Position

We are seeking an experienced **Communications Manager** who will support the Communications Lead in planning, implementing and evaluating mass media campaigns designed to support environment and health policy and achieve behaviour change. The ideal candidate will have experience with campaigns that support effective policy intervention and generate positive behaviour change. S/he will be conversant with various media channels, including traditional mass media, social and digital media, and earned media strategies. The position is part of Vital Strategies' global Policy, Advocacy and Communications team, comprised of over 50 people from varying backgrounds, including research, social marketing, public relations and public health. 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 position is based in Singapore and will report to Vital Strategies. The Communications Manager will be supporting our global strategic communications work in Environmental Health, while also assisting with building reach and brand presence for all Vital Strategies' programs in South East Asia.



Specific Duties

- Plan, implement and monitor mass media campaigns including:
 - ✓ Strategic planning, goal and objective setting;
 - ✓ Formative research, message/concept testing, pre- and post-campaign evaluation;
 - ✓ Advertising agency selection and management, adaptation and/or creative development; production, media planning and campaign evaluation;
 - ✓ Media advocacy, social media and public relations to amplify campaigns
- Build and maintain relationships with community organizations and other stakeholders involved with strategic communications work.
- Draft compelling content including press releases, op-eds, statements, blogs, and case studies tailored to specific audiences and channels.
- Monitor news and industry trends in order to proactively pitch ideas for stories and articles, including interviews and statements from key spokespersons.
- Research speaking and thought leadership opportunities, draft pitches, identify and train staff for external engagements in order to increase our reach in front of target audiences.
- Develop & update general and program brochures, media kits, key messages, fact sheets, & other collateral material as needed.

Qualities and Qualifications

- Bachelor's or higher degree in public or media relations, journalism, or related field.
- 4 to 6 years of campaigning and mass media communications experience.
- Excellent writer (a writing assignment will be given) and editor with great attention to detail.
- Strong media relations experience with ability to think creatively and generate new story angles.
- Self-starter with ability to work independently and in cross-functional teams.
- Ability to bring new creative ideas to communicate the organization's work, and grow audiences and reach.
- Ability to manage multiple projects and stakeholders around the world.
- Ability to communicate and collaborate effectively across time zones and platforms.
- Singaporeans or PR's preferred.



How to Apply

Please send CV, cover letter and writing sample, including salary expectations to hr@vitalstrategies.org indicating the position applied for in the subject line. Closing date for applications is **April 22, 2019**. Only shortlisted candidates will be contacted.