



## Communications Officer Consultant, Vietnam

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

### **The Position**

The consultancy is located in Hanoi, Vietnam, supporting our strategic communications work in tobacco control, road safety, and cardiovascular disease prevention. We are seeking an experienced strategic communication consultant to plan, implement and evaluate mass media campaigns designed to support health policy and achieve health behavior change.

Scope of service includes working collaboratively with government and local and international partners advocating for best practices in public health communication, collaboratively planning and implementing effective mass media campaigns, and managing creative and research agencies, toward public health goals related to tobacco control, road safety, and cardiovascular disease prevention.

The ideal candidate will have experience with campaigns that support effective policy intervention and generate positive behavior change. S/he will be conversant with various media channels, including traditional mass media, social and digital media, and earned media strategies. In addition, it is expected that the consultant will have well developed skills in stakeholder relations.

The position is part of Vital Strategies' Policy, Advocacy and Communications global team, comprised of 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

### **Deliverables:**

- Provide guidance on campaign strategic planning and work with government and civil society partners in developing and implementing mass media campaigns at the national level (tobacco, salt) and city level (road safety in HCMC);
- Support formative message testing and evaluation research related to campaigns, in collaboration with the research team;
- Agency/vendor selection and management for research, production and media needs;
- Offer guidance and support on creative development, production and media planning;
- Support earned media work, including press events, media engagement and editorial pieces;
- Advise on social media efforts to reinforce campaign messages and reach larger audiences;

- Work with Vital Strategies staff and advisors on strategy, messages and creative concepts in line with best practices;
- Serve as a source of public health communications expertise for government, NGO stakeholders and PAC Vietnam team;
- Represent Vital Strategies with partners and stakeholders;
- Prepare reports, presentations, correspondence, blogs, meeting agendas as needed;
- Provide regular reports on progress of activities and of developments related to Vital Strategies programs;
- Handle administrative responsibilities as needed.

#### **Qualifications and Skill Set:**

- University or college degree with minimum 4 years of job-related experience in media-based public education, advertising, marketing communications and/or public relations;
- A record of working closely and collaboratively with government;
- Good understanding of the media landscape in Vietnam;
- 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 Vietnamese and 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 Hanoi.

#### **Preferred Qualifications:**

- Health communication or public health social marketing background. An understanding of the strategic process of public health social marketing campaign development, implementation and evaluation would be beneficial.

#### **How to Apply:**

Please send CV, and cover letter including remuneration expectations to [hr@vitalstrategies.org](mailto:hr@vitalstrategies.org) indicating the position applied for in the subject line. Applications will be accepted until **September 13, 2019**. Only shortlisted candidates will be contacted.