



Consultant Opportunity with Vital Strategies

Regional Communication Manager, Latin America region, Partnership for Healthy Cities

Location of Consultancy: Remote position, based in the Latin America region

Category: Consultancy

Duration: January 2025 to December 31, 2025, with an opportunity for annual extensions

Contract Manager: Sally Chew and Mariana Espinosa Estrada

Consultant Role Purpose and Scope of Work

The Partnership for Healthy Cities initiative is expanding, and the Regional Communication Manager, Latin America Region, is a new consultant role. This position will work closely with city communication officers and the global and regional Partnership for Healthy Cities teams to identify and deliver opportunities to strengthen internal and external communication efforts that promote healthier, safer cities and amplify the initiative's impact on NCD and injury prevention at the city-level. This role is responsible for implementing a range of communication activities, including regional and local public relations and coordination of technical guidance and support to strengthen campaigns and messaging that help drive the success of urban health policies and programs in the region.

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by equitable and effective public health systems. We partner with governments, communities and organizations to reimagine public health, and the result is millions of people living longer, healthier lives. Our team of experts work in 73 countries with offices in New York City, São Paulo, Jinan, Addis Ababa, Paris, New Delhi and Singapore to help strengthen public health systems, protect lives and take on preventable diseases, all across the world.

We partner with governments, communities and organizations to advance public health. Our team of scientists, researchers, communicators and advocates work together with our partners toward cleaner air, healthier food, safer roads, science-led policies, and preventing disease and illness. Our goal is to build a future where health is produced and protected for everyone and by everyone across all facets of our lives, in our families, communities and countries.

About the Partnership for Healthy Cities Program

With most of the global population now living in urban settings, cities and their leaders play a critical role in developing, implementing and enforcing policies to create healthy environments



for healthier populations. The Partnership for Healthy Cities, supported by Bloomberg Philanthropies in partnership with the World Health Organization (WHO) and Vital Strategies, is a global network of 74 cities whose mayors have committed to prevent NCDs—including cancer, diabetes, heart disease and chronic lung disease—and injuries through proven interventions. Learn more about the Partnership for Healthy Cities here:

www.cities4health.org

Scope of Work & Specific Tasks

The Regional Communication Manager reports to the Partnership for Healthy Cities' Deputy Director, Communication and the Regional Deputy Director, Latin America Region. As Regional Communication Manager, your responsibilities will include, but are not limited to:

City communication strategy and planning

- Support cities to develop and execute proactive communication and advocacy strategies and plans that advance each city's NCD and injury prevention work and the goals of the Partnership for Healthy Cities, in collaboration with the global and regional Partnership for Healthy Cities teams.
- Analyze target audiences, evaluate the regional media landscape and identify the resources cities need to increase their visibility and expand their outreach.
- Work with the Partnership for Healthy Cities global and regional teams to identify opportunities to promote city work and assist local city communication officers of up to 16 cities in developing, executing and evaluating diverse communication products, including press releases, media pitching, talking points, presentations, reports, digital content and public health campaigns.
- Collaborate with city teams to create and tailor messages for various internal and external audiences. Stay informed on city activities and monitor public discourse in the media and social platforms to facilitate both proactive and reactive messaging.
- Research and engage with local, national and regional media outlets, conferences, podcasts and thought leadership opportunities. Facilitate media engagements, interviews, workshops, trainings, press briefings and events to advance the Partnership's mission.

Technical assistance and guidance

- Coordinate with the global Partnership for Healthy Cities team to build communication capacity among urban health teams, providing guidance on key topics such as message mapping, media training and strategic communications.
- Develop and distribute guidance materials, tools and templates for cities and local partners.

- Coordinate technical assistance for public health campaigns, leveraging expertise from Vital Strategies' subject matter experts.

Content development

- Develop compelling content for program-wide communication materials such as blogs, briefings, opinion pieces, advocacy statements, bios and social media posts, in collaboration with the global communication team.
- Identify opportunities to amplify Partnership-supported NCD and injury prevention work in the region's cities via the network's digital channels.

Project Management

- Cultivate and maintain strong relationships with regional stakeholders, including project teams, partner organizations and media outlets, to foster collaboration and advocacy.
- Collaborate with the global team to track and report on regional communication activities, contributing to overall program evaluation.
- Work with the regional and global Partnership for Healthy Cities team to identify appropriate vendors, partners and implementing partners for communication activities.
- Perform other duties as required to support the Partnership's communication efforts.

Qualifications:

Education and Degree

- Bachelor's degree, preferably in communications, journalism, public policy, public health, public relations or marketing.

Skills and Abilities

- Fluency in Spanish and English is required. Portuguese is preferred.
- Proven experience in communication, public relations or advocacy, ideally in public health or a related field.
- Outstanding written and verbal communication skills, with a track record of creating impactful communication materials.
- Experience working with diverse stakeholders, including city officials, media and partner organizations.
- Ability to manage multiple projects and deadlines.
- Familiarity with media landscape and public health challenges in the Latin America region is an advantage.
- Superb interpersonal communication skills and exceptional computer skills, with experience in all Microsoft Office programs.



- Self-motivated, meticulously organized and detail-oriented, with the ability to prioritize, multi-task and meet deadlines.
- Experience with media monitoring platforms (e.g. Meltwater); email marketing services (e.g. Mailchimp); social media channels; and content management systems.
- Background in public health or nonprofit is a plus.

Experience:

Required

- Minimum 6-7 years of professional experience in communications and/or public relations in the region.

Preferred

- Agency experience preferred; international development, government and/or nonprofit experience, a plus; existing relationships with regional media a plus.

Working Conditions and Physical Requirements:

- This is a full time, remote position for a candidate based in the Latin America region
- The position will be required to travel internationally up to 15% of the time
- The candidate must be willing and able to work across different time zones

Vital Strategies is committed to building a diverse, equitable and inclusive (DEI) organization. We believe our programs are strengthened when they are developed and supported by individuals with diverse life experiences, whose understanding of social and cultural issues can help make our work and workforce more inclusive. We welcome applications from people of all backgrounds and do not discriminate on the basis of race, color, religion or creed, gender, national origin, ancestry, actual or perceived age, physical or mental disability, veteran or military status, marital status, sexual orientation, predisposing genetic characteristics, alienage or citizenship status, gender (including gender identity or expression), partnership status, arrest or conviction record, or any other basis protected by local, state, or federal laws.

Read about Diversity, Equity and Inclusion and Vital Strategies:

<https://www.vitalstrategies.org/diversity-equity-and-inclusion-at-vital-strategies>

Instructions for Consultant Applicants:

1. **Application:** Submit your application through the following form: <https://forms.fillout.com/t/4Goi9zwzauus>. *Please note that applications will not be accepted by email.*



2. **Due Date:** Applications must be submitted through the form by January 20, 2025.
3. **Questions:** Consultants shall refer any questions, via email to phcrecruitment@vitalstrategies.org