

Communication Programs Manager, Ukraine

Vital Strategies

Vital Strategies is a global public health organization working in 70+ countries to strengthen public health systems. It has headquarters in New York City and offices in Addis Ababa, Delhi, Jinan, Paris, São Paulo and Singapore. We develop and oversee programs to 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

The position is part of Vital Strategies' Policy, Advocacy and Communication Division's global team of 40, comprised of people from varying backgrounds 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.

As part of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) and Bloomberg Initiative to Reduce Tobacco Use Globally (BI TC), we are seeking a Communication Manager, Ukraine with experience running social marketing—ideally public health—campaigns integrating mass media, public relations, earned and digital media strategies. The Communication Manager will be based in Kiev and serve priority localities across Ukraine.

The Communication Manager will provide technical support to government agencies on the planning and implementation of social marketing campaigns to improve risky behaviors, support policies and change social norms. Communication campaigns will be coordinated with local government plans and tied to BIGRS and BI partner and grantee activities. Day-to-day responsibilities will include working collaboratively with government and non-government partners on a range of projects from designing national and sub-national media campaigns, managing advertising, media planning/buying, research, social, digital and public relations agencies and coordinating with partners and grantees, to providing on-the-ground analysis and execution of campaign elements.

The Communication Manager will also be involved in organizing communication training and capacity building workshops for government communication stakeholders and media to support these public health programs.

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Working with dedicated local and global PR team, the Communication Manager will also be involved in earned media efforts, including media campaign launch events, participation in the planning and execution of journalist trainings and general promotion of the initiative and Vital Strategies in the media.

The ideal candidate will be familiar with public health and have experience with media campaigns that motivate positive behavior change. They will be conversant with various media channels and have familiarity with media planning and placement to optimize reach. In addition, it is expected that the individual selected for the role will have experience in multi-sectoral stakeholder relations and be able to work closely with Argentinian government organizations.

Specific Duties:

- Develop and maintain relationships with stakeholders, including government and other local partners;
- Represent Vital Strategies and contribute to the program's strategic planning;
- Work with agencies to develop messages and creative concepts, manage production, media planning and campaign evaluation;
- Be involved in public relations from events to press releases and editorial pieces that garner news media attention for the program, Vital Strategies and public health issues;
- Collaborate with Vital Strategies' external PR team to draft materials, including press releases, newsletter copy, fact sheets, etc. for media;
- Provide support and assistance for events such as workshops, trainings, conferences, campaign launches, press conferences and briefings;
- Provide regular reports on progress of activities and of developments related to Vital Strategies programs;
- Travel domestically and internationally as needed and is safe.

Qualities and Qualifications:

- University degree with minimum 5 years of job-related experience in advertising, communications or public relations;
- A strong track record of working closely and collaboratively with stakeholders, including governmental agencies and NGOs;
- Familiarity with public health and health advocacy;
- Experience developing and executing social marketing campaigns;
- A good understanding of the media and PR landscape in Argentina and established media connections;
- Excellent organizational skills and the ability to successfully manage competing priorities and meet deadlines;



- The capacity to work independently and collaboratively in an international team environment with solid interpersonal and verbal communication skills;
- Excellent judgment, strategic thinking and strong initiative;
- 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 and permit to work in the country
- Mandatory – native speaker, proficient in English (written and spoken).

How to Apply: Please submit a cover letter, resume and qualifications to imorozova@vitalstrategies.org. The position will remain open until October 31, 2021.

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.