



Consultant Opportunity with Vital Strategies Scope of Work for Social Media Consultant

Location of Consultancy/Assignment: United States (East Coast Preferred)

Category: Consultancy

Duration: 10 months – April 28, 2025 to February 28, 2026

Contract Manager: Sharan Kuganesan, Senior Program Manager

Purpose and Scope of this Assignment/Consultancy

Vital Strategies seeks an experienced Social Media consultant.

The purpose of this consultancy is to manage and enhance the digital and social media presence of a global tobacco control campaign. The successful campaign will mobilize people online and demonstrate the growing movement of people to regulate tobacco, the world's most harmful consumer product and a leading driver for environmental litter, among others. As a result of the consultant's work, the campaign will capture dozens of unique stories of online personalities speaking about why this issue matters to them and how they are supporting the awareness campaign.

The consultant should have a proven track record of growing social media audiences and increasing engagement through influencer partnerships. The consultant should also be proficient in:

- Social media planning tools such as Sprout Social and HootSuite,
- Social media platforms and their analytics tools such as Facebook, LinkedIn, YouTube and Instagram
- Google Analytics, X, Meta, Youtube business manager, FB Insights and ad management tools

Vital Strategies Organizational Background

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.

Vital Strategies Program/Project Background

For nearly 20 years, Vital Strategies has supported governments in more than 70 countries to implement evidence-based policies that reach two-thirds of the world's smokers. To date, Vital Strategies has helped countries benefit from smoke-free laws, implement graphic health warnings on tobacco packaging, and enforce bans on tobacco advertising, promotions and sponsorships.

Our [Global Implementation Program](#) support countries in their efforts to advance and increase compliance with existing tobacco control policies. Vital Strategies also monitors and calls attention to the tobacco industry's efforts to undermine protective health policies.

Scope of Work/Specific Tasks

- **Campaign Development**
 - Develop influencer training materials and engagement guides
 - Identify micro-influencers (<10k followers) based on campaign goals and target audience
 - Recruit and manage relationships with social media influencers, ensuring content is developed within agreed messaging and campaign parameters
 - Collaborate with creative agencies, Vital Strategies' creative team and its tobacco team to develop campaign content
 - Establish ambitious, yet achievable, digital engagement goals
 - Create campaign social media accounts
 - Support website development
- **Campaign Execution**
 - Develop and implement supplemental social media strategies for the global tobacco control campaign.
 - Refine messaging and content based on influencer content engagement analytics
 - Manage campaign social media accounts
 - Own and execute a planned calendar of content across social media platforms
 - Coordinate social media amplification among external partners and stakeholders
- **Paid Media Planning**
 - Design and manage small budget (<\$20,000) paid social media promotion budget, digital ad buys, paid search and offline advertising as appropriate
 - Collaborate with media agencies to develop integrated media plans for larger budget buys that align with campaign goals.



- **Analytics and Reporting**
 - Lead testing and analysis of social media campaign performance metrics, using social analytics tools and advanced knowledge of native analytics features to optimize performance and meet objectives
 - Analyze social media performance metrics and generate reports to inform future strategies.
 - Conduct regular assessments of influencer engagement and campaign effectiveness, providing actionable insights.
 - Organize and analyze multiple datasets into regular reports, including developing a wrap report that delivers practical insights
 - Present results to inform planning and optimization for future content strategies

- **Collaboration and Coordination**
 - Work closely with domain experts and communication teams to ensure consistent messaging and brand voice.
 - Coordinate social media amplification efforts among external partners and stakeholders.

Instructions for Consultant

1. **Expressions of Interest.** Please provide CV and any other relevant information to Contract Manager at comms@vitalstrategies.org
2. **Payment Currency:** Please include your daily rate or fee for service. Vital Strategies reserves the right to negotiate fees. Please note that contracts must be executed and paid in the currency of the country where the service provider is based.
3. **Questions.** Consultants shall refer any questions, via email to comms@vitalstrategies.org
4. **Due Date.** Expressions of interest must be submitted in PDF format April 14th, 2025

Existing Contract Information	
Current Contract with Vital Strategies?	Yes / No
If Yes, Name of Vital Strategies Contract Manager	
Implementation Timeline of Existing Contract	