Terms of Reference

Title: Writer
Contract Type: Consultancy
Contract Duration: Six Months
Start Date: ASAP
Application Deadline: December 15, 2021

Vital Strategies

Vital Strategies, headquartered in New York City, is an international public health organization. Our programs strengthen public health systems and address the world’s leading causes of illness, injury and death. We currently work in 73 countries, supporting data-driven decision making in government, advancing evidence-based public health policies and mounting strategic communication campaigns. Vital Strategies’ priorities are driven by the greatest potential to improve and save lives. They include noncommunicable disease prevention, cardiovascular health, tobacco control, road safety, obesity prevention, epidemic prevention, overdose prevention, environmental health, vital statistics systems building and multidrug-resistant tuberculosis treatment research. Our programs are primarily concentrated in low- and middle-income countries in Africa, Latin America, Asia and the Pacific; the Overdose Prevention Program is our first initiative in the U.S. Please visit our website at www.vitalstrategies.org to find out more about our work.

The Consultancy

The Writer, PR, will support the Public Relations team for the Policy, Advocacy and Communication division at Vital Strategies. Working together with content strategists across the editorial, public relations, program and design teams, the writer will bring stellar and thoughtful writing, messaging, strategy and editing to a variety of external communication. Writing can include corporate, executive and media communication.

Deliverables

- First drafts of opinion pieces, press releases, marketing materials, executive statements, media pitches, messaging and talking points, speeches, social media content, campaign materials, blogs and other documents as needed.
- Final drafts of aforementioned documents following multiple rounds of revisions to incorporate feedback and comments received by additional authors and reviewers.
Core Responsibilities:

- With a focus on storytelling, research and write clear, compelling content about Vital Strategies’ work and vision, for opinion pieces, press releases, marketing materials, executive statements, media pitches, messaging and talking points, speeches, social media content, campaign materials, blogs and other documents as needed.
- Edit, format and proofread materials in English including aforementioned documents and other copy as needed.
- Bring thoughtful, strategic thinking to how content may be repurposed into several areas of communication and tailored toward different audiences, including public health officials, partners, donors and a general audience.
- Manage multiple projects across different teams while consistently meeting deadlines and ensuring quality output.
- Ensure adherence to AP style and in-house style guide, with close attention to detail and consistency.

Consultant background must include:

Skills and abilities

- Exceptional writing and editing skills; experience in technical/scientific writing a plus
- Meticulous attention to detail
- Strong interpersonal skills and ability to communicate effectively with people from other countries, cultures and disciplines.
- Great organizational skills, with the ability to self-manage and deliver high-quality work on time
- Fluency in written and spoken English; fluency in another language a plus

Education and degree

- Bachelor’s degree in English, journalism, social sciences or a related discipline
- Master’s degree a plus

Experience required:

- Three to five years of professional experience in writing and content development

Experience preferred:

- Public health, public policy or social science knowledge and experience is a plus
- Media relations experience a plus

How to Apply:

To apply, please submit a CV, cover letter and a writing sample through the Vital Strategies Career Center. Shortlisted candidates will be asked to complete a writing assignment.

Closing Date for Applications: December 15, 2021. Only shortlisted candidates will be contacted.