



Consultant Opportunity with Vital Strategies Scope of Work for Communication Consultant

Location of Consultancy/Assignment: Santo Domingo, Dominican Republic

Category: Consultancy

Duration: August 2026

Contract Manager: Irina Morozova

Purpose and Scope of this Assignment/Consultancy

Vital Strategies seeks an experienced, well-connected, and organized communications consultant with a strong background in strategic communications, journalism, public affairs, or advertising. The ideal candidate understands how to navigate multi-sectoral partnerships and shape public narratives that influence policy and public opinion.

Under the guidance of the in-country Program Lead and Vital Strategies headquarters, provide strategic and technical support to the Road Safety Program in the Dominican Republic, with a primary focus on Santo Domingo. The consultancy is responsible for advancing evidence-based road safety policies and interventions, promoting safer road use behaviors through strategic communications, and supporting the implementation of initiatives that reduce road traffic injuries and fatalities.

The consultant will be responsible for developing and executing media relations and public affairs strategies, generating earned media opportunities, organizing press events and journalist trainings, coordinating media campaign launches, and strengthening the capacity of government communication teams. The consultancy will also collaborate with government and partners to support the effective planning and implementation of road safety media campaigns across mass media, digital, social media, and public relations channels.

The consultant should be passionate about public interest issues and have the ability to transform road safety from a technical subject into a compelling social priority that drives public engagement and supports evidence-based policy action. The consultant will be a proactive self-starter who can work independently while collaborating effectively with government counterparts, media, and diverse partner organizations.

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

Vital Strategies is an implementing partner of [the Bloomberg Philanthropies Initiative for Global Road Safety \(BIGRS\)](#), a consortium carrying out proven road safety interventions in 15 countries and up to 35 cities around the world. The initiative's comprehensive, evidence-based approach includes: strengthening legislation; improving key risky road behaviors with a focus on speeding; promoting infrastructure improvements and sustainable urban transportation; and advocating for improved vehicle safety standards.

The Communications Consultant for the Dominican Republic will support the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) by providing strategic communication and public relations support to government partners. Serving as the primary liaison between Vital Strategies, government institutions, the media, and key stakeholders, the consultant will help design and implement evidence-based road safety communication initiatives that elevate road safety as a public and policy priority, promote safer road user behaviors, and build support for evidence-based road safety policies and interventions.

Scope of Work/Specific Tasks

Stakeholder Communication and Coordination

- Serve as the primary communications focal point between Vital Strategies, government counterparts, media, and project partners, ensuring timely coordination and dissemination of key program information throughout the consultancy period.

Government Communication Strategy

- Develop and submit an annual road safety communication strategy and implementation work plan aligned with government priorities, enforcement activities, and project objectives.

Road Safety Campaign Planning and Implementation

- Design and support the implementation of evidence-based road safety communication campaigns, including campaign strategies, messaging frameworks, communication materials, and media products approved by government counterparts and Vital Strategies.

Media Engagement

- Develop and implement a media engagement plan that strengthens relationships with journalists, editors, influencers, and other media stakeholders, resulting in increased high-quality earned media coverage of road safety initiatives.

Communications Vendor Coordination

- Coordinate and oversee the work of communication agencies, consultants, creative vendors, and research partners to ensure timely delivery of campaign products and adherence to agreed project timelines and quality standards.

Events and Stakeholder Engagement

- Plan and coordinate campaign launches, media briefings, press events, and stakeholder engagement activities, including preparation of agendas, communication materials, and post-event summary reports.

Capacity Building

- Design and deliver communication capacity-building activities for government communications teams, spokespersons, and journalists, including training materials, facilitation, and evaluation of participant feedback.



Monitoring, Evaluation, and Reporting

- Develop and maintain a communications monitoring framework that tracks campaign implementation, media coverage, and communication performance, and submit periodic reports with analysis and recommendations for improvement.

Knowledge Products

- Produce technical communication products, including case studies, reports, presentations, success stories, policy briefs, and other knowledge products documenting program achievements, lessons learned, and best practices.

Technical Advice

- Provide ongoing strategic communications advice to government counterparts and Vital Strategies throughout the consultancy period, including recommendations to strengthen public awareness, stakeholder engagement, and policy advocacy efforts.

Instructions for Consultant

1. **Expressions of Interest.** Please provide CV and any other relevant information to Contract Manager Irina Morozova, Director of the Road Safety Communication Program Policy, Advocacy & Communication at imorozova@vitalstrategies.org and mcardenas@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 Irina Morozova, Director of the Road Safety Communication Program, Policy, Advocacy & Communication at imorozova@vitalstrategies.org and mcardenas@vitalstrategies.org
4. **Due Date:** Expressions of interest must be submitted in PDF format by **August 15, 2026. We will contact selected candidates by September 7, 2026.**