

## Road Safety Communication Consultant, Malaysia

**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. With a budget of more than \$150M, a growing team of more than 400, 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 non-communicable disease prevention, , tobacco control, road safety, obesity 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](http://www.vitalstrategies.org) to find out more about our work.

### About the Project

As part of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), we are seeking a Communication Consultant, Malaysia with experience running social marketing—ideally public health—campaigns integrating mass media, public relations, earned and digital media strategies. The Communication Consultant will be based in Kuala Lumpur and work with the officials of Kuala Lumpur as well as national level government agencies as appropriate. This is a part-time consultancy through June 2025 with potential expansion.

The Consultant will provide strategic guidance for Vital Strategies' road safety communication program in Malaysia with a focus on Kuala Lumpur to implement road safety campaigns addressing speeding. Provide insight and support for our other programs in Malaysia if needed. The scope of services that the consultant will fulfill include:

- Facilitating strategic planning meetings to review data and evidence to design media campaigns with a multi-sectoral stakeholder group.
- Conducting formative research and campaign evaluations.
- Developing advertising campaigns on traditional and digital media, including messages, concepts and creative development, production and media planning and budgeting.
- Selecting and coordinating vendors and service providers such as advertising, media planning, research, social media and public relations agencies.
- Providing public relations support, including support with press events and editorial pieces.
- Promote best practices and evidence for strategic communication in holistic road safety work.
- Coordinating with partners and grantees.

### Consultant Qualifications

The ideal consultant will be familiar with public health and have experience with behavior change campaigns. 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 consultancy will have experience in multi-sectoral stakeholder relations and be able to build and maintain relationships with key stakeholders and work closely with government organizations.

- Bachelor's degree in public health, marketing, or communications with a 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 government agencies and civil society organizations.
- Familiarity with public health and health advocacy.
- Experience developing and executing social marketing campaigns.
- A good understanding of the government, media and PR landscape in Malaysia and established media connections.
- Excellent organizational skills and the ability to successfully manage competing priorities and meet deadlines.
- Capacity to work independently and collaboratively in an international team environment with solid interpersonal and communication skills
- Excellent judgment, strategic thinking and strong initiative.
- Consistent and reliable internet access is required to be able perform this role.
- Current residency in Malaysia, native Malay and English speaker.

## Consultant Application

Please submit your cover letter and CV, alongside your rate expectations to [imorozova@vitalstartegies.org](mailto:imorozova@vitalstartegies.org) by June 05, 2024. We will contact selected candidates by June 13, 2024.