



Job Announcement

Associate Director of International Communications (Social Media)

SUMMARY DESCRIPTION

The Associate Director of International Communications for Social Media develops, implements, and manages social media strategies and campaigns aimed at tobacco control policy progress in Africa, China and India. The Associate Director serves as a resource for Campaign for Tobacco-Free Kids (CTFK) staff, NGOs in priority countries, consultants, and other tobacco control allies. He/She develops and implements social media strategies in collaboration with NGOs and partners in selected countries with the goal of strengthening the policy framework to reduce tobacco use, and broadening the community of stakeholders with an interest in tobacco control. This position reports to the Director of International Communications.

PRIMARY DUTIES

- Provide leadership in the development and implementation of an international 30-month social media project in support of tobacco control policy advocacy;
- Oversee consulting agency to develop a framework or master plan for the overall project;
- Assist in the identification and supervision of consultants in Africa, China and India to work closely with CTFK staff and local public health advocates to design and implement social media strategies and campaigns.
- Coordinate among CTFK teams and staff in different countries to develop appropriate, country-specific social media strategies and campaigns in priority countries throughout and in India and China consistent with the overall framework;
- Work closely with in-country advocacy organizations to implement effective strategies that reinforce efforts to advance tobacco control policy change and that engage broader communities in policy discussions and action;
- Collaborate with teams and staff in countries to design and implement training for public health advocates in social media theory and practice;
- Oversee a program of grants to public health advocates to conduct social media initiatives in countries, supervising requests for proposals and the review of proposals;
- Manage and track the program budget, providing updates to supervisors and colleagues as necessary; and
- Manage the development of a system of metrics and indicators of success and progress, and compile these metrics and indicators into monthly, quarterly, and annual reports to funders. Ensure that consultants and staff members are providing input for reports by deadline.

REQUIRED SKILLS

- Knowledgeable and experienced in the use of social media in multiple countries to advocate for policy change and implementation.
- Proven track record in managing media or other communications projects among cross-functional teams located in different countries, with persistent attention to detail while maintaining a global view of the situation.

- Proven ability to develop clear criteria for consultants and to effectively manage consultants against agreed deliverables.
- Ability to travel to work with in-country staff, consultants and grantees as necessary.
- Ability to work successfully in a fast-paced team environment.
- Energetic, detail-oriented, self starter.
- Minimum Education - Bachelor's Degree.
- Fluency in French a plus.
- Seven years relevant experience.

TO APPLY

To apply for this position, please email a cover letter, including salary history, and attach your resume and writing samples to: jobs@tobaccofreekids.org. Please reference the position code **ADICSM 11** in the subject line of your email. Resumes will be accepted until the position is filled. No Phone calls Please.

The Campaign for Tobacco-Free Kids is an Equal Opportunity Employer and welcomes applications from individuals who will contribute to its diversity.

The Campaign for Tobacco-Free Kids is a leader in the fight to reduce tobacco use in the United States and around the world. By changing public attitudes and public policies on tobacco, the Campaign works to prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke. A non-profit organization established in 1996, the Campaign works with more than 130 organizational partners, including public health, medical, education, civic, corporate, youth and religious organizations. The Campaign does not accept any government or tobacco industry funding.