Communications Lead-JEET

Organization:
The Foundation for Innovative New Diagnostics (FIND) is an international non-profit organization based in Geneva, Switzerland. The organization is dedicated to activities that result in 1) new diagnostic tools; 2) expanded access to these tools; and 3) strengthened diagnostic testing capacity for poverty-related diseases in low and middle-income countries. FIND India is a subsidiary of FIND, Geneva.

FIND was established in India as an independent non-profit Foundation created under Section 8 (Indian) Companies Act, 2013 with its offices in New Delhi. FIND India is the key implementing partner of Central TB Division, Ministry of Health & Family Welfare, Govt of India for strengthening and expanding TB laboratory diagnostic capacity within the Revised National TB Control Program (RNTCP) supported by the Global Fund.

Additionally, FIND India has also implemented a Global Fund supported project, entitled Joint Effort for Elimination of Tuberculosis (JEET) with an aim to partner with the private sector in various States of India to establish linkages to increase notifications, microbiological confirmation of TB patients and facilitate early treatment initiation and adherence support systems for improved treatment completion rates with mechanisms to reduce catastrophic costs to TB patients. JEET is carried out by a consortium comprising of FIND, The William J Clinton Foundation and The Centre for Health and Research and Innovation.

For more information about the organization, please visit http://www.finddx.org/

Location: New Delhi

FIND India is looking for an experienced Communications Lead-JEET, to lead the communications activities of one of our many projects to prevent and control the spread of tuberculosis (TB) India. The selected candidate will be responsible for strategizing and producing high-quality promotional and informative content for various platforms (social, print, electronic media etc.). In this role, the consultant will have the opportunity to work with multiple partner organizations, ministry officials, project key stakeholders and beneficiaries to engage and build brand recognition for the JEET project.

Your responsibilities:
- Review, update and implement the existing JEET communication strategy which includes disseminating of its progress, successes and project related data across all media (print, broadcast and online) to raise awareness around JEET. This also includes making necessary changes in line with National TB program and its requirements.
- Track project milestones and suggest innovative ways of communicating its achievements.
- Periodically developing a local feature, story profiling a region (JEET focus area), its organization or an individual highlighting an innovation, or a case related to TB care and its prevention. The feature story can be published in a leading daily or presented as a photo story, social media feature etc.
- Bring innovative ideas of sharing JEET stories.
- Coordinate with state, regional and national media platforms (print, broadcast, online) to publish interviews, stories of champion providers and people affected by TB.
Lead the production of e-newsletters and the annual report for JEET project, coordinate with consortium partners for content (text, photos, data points). This includes liaising with necessary vendors such as – printers, designers and editors etc.

Ensure good and effective press coverage, including identifying opportunities for stories and events, preparation of press releases, regular liaison with local press.

Draft posts for JEET social media handles/pages (Twitter, Facebook) which will later be approved by the supervisor.

Take responsibility for the day to day management of JEET social media platforms (Facebook, Twitter at present but can be expanded to include other platforms) including updating appropriate content. Support updates to the JEET project website, this includes liaising with social media teams of the JEET consortium.

Collation of personal stories/case studies – this is not limited to stories of people affected by TB but could also include stories of providers, project officers and government officials.

Conduct mapping and compiling a list of all media (including health editors and health journalists) in JEET project states and Tier 1 Indian cities (print, broadcast, online), distribute JEET project media pitch.

Support JEET consortia with the development of web content, blogs and collaterals.

Organize media related dissemination events, Q&As for speakers, media briefs, agendas, media kit, invitees list and follow ups for publication. This may include seeking quotes from high-level Ministry officials.

Develop a crisis/risk communications plan which is to be shared with consortia partners later

Support the organization and management in organizing high-level events wherever necessary.

Prepare JEET related press brief and press releases, involve consortium partners and FIND communication team for inputs/feedback. All FIND press releases must be approved by the Head of Communications and project supervisor.

Prepare a database of all published media stories (print and electronic). Work with project state leads to maintain database of photos of all JEET related events.

Support additional JEET project communications activities/opportunities as they arise.

Skills and experience required:

- Bachelor's degree in communications, journalism, public relations or relevant field
- Five years’ experience working in the field of communications (especially health domain)

Preferential requirements:

- Ability to demonstrate knowledge of range of communications activities, media, websites, publications, social media, events, etc.
- Ability to work in a high-pressure environment with tight deadlines
- Preference would be given to candidates who have experience of working in public health related communications particularly tuberculosis.
- Experience working with websites (experience with WordPress, CMS would be valuable), including producing content for the web
- Proven experience in creating targeted content which is advantageous
- An understanding of social media (including analytics and social listening tools) and trends in the communications market, the need to use this effectively with appropriate standards of style and branding
- Outstanding written and verbal communication skills
• Existing relationship with mainstream and digital media houses
• Understanding of media monitoring tools such as Meltwater and experience with newsletter applications such as MailChimp, Campaign is desirable.
• Excellent interpersonal skills including the ability to influence across the JEET partner organizations
• Proactive, self-motivated and competent to meet project deadlines
• Fluency in Hindi and English
• Willingness to travel (if required)
• Strong event planning and management skills

**Nature of Appointment:**
The selected candidate shall be initially offered a consultancy contract until **March 2021**. The position will be prolonged subject to satisfactory performance, project extension and fund availability.

**Compensation offered:**
The gross remuneration budgeted for the position shall be commensurate with the qualifications, experience and salary history, of the selected candidate. Travel and per-diems will be paid as per actuals as stated in the project guidelines.

**Deadline to send your application:**
Please mail a motivation letter, a detailed resume and three references to HR-IN@finddx.org and by **06 April 2020**

*But don’t wait until the deadline! We will start screening right away and if we find the right person, we will stop searching.*

Please note: The FIND communications team is based in Geneva, Switzerland and supports all disease programs across HQ and all in-country hubs. All FIND external communications including press releases and social media messages going out from a FIND channel need to be approved by the Head of Communications. FIND branding, writing and editing guidelines will need to be followed and the consultant will need to share key updates with the team in Geneva for amplification of project milestones via FIND’s channels.