

JOB ANNOUNCEMENT

Position: Associate Director for Media Advocacy

Employer: Campaign for Tobacco-Free Kids

Location: Washington, DC

The Campaign for Tobacco-Free Kids (CTFK) has been designated as one of five coordinating partners for Michael R. Bloomberg's \$125 million initiative to reduce tobacco use in low and middle-income countries, where more than two-thirds of the world's smokers live. As part of this initiative, the Campaign has established a global advocacy resource center to provide accurate public information about tobacco use and effective tobacco control interventions and to assist advocates with resources and technical assistance to achieve policy change. These resources include policy, research, communications, legal and grassroots expertise and support.

The Campaign is seeking qualified candidates for the position of Associate Director for Media Advocacy to develop, implement, and support media advocacy campaigns primarily in Russia and Ukraine. The Associate Director will serve as a resource for Campaign for Tobacco-Free Kids staff, NGOs in priority countries, tobacco control allies, and the media. S/he will develop and implement communications strategies in collaboration with NGOs in selected countries – with an emphasis on Russia and Ukraine – with the goal of strengthening the policy framework to reduce tobacco use.

Responsibilities

- Develop, implement, and support media advocacy strategies in partnership with NGOs in Russia, Ukraine and other selected countries
- Collaborate with CTFK's in-country staff to efficiently and creatively craft and implement media strategy
- Collaborate with communications staff from other organizations in the Bloomberg Initiative
- Develop ways to increase ability of NGOs in selected countries to conduct media advocacy
- Develop ways to increase the capacity of the media to report on tobacco control
- Provide support to CTFK's grants program and grantees in the grant review, negotiation, and implementation phase, with an emphasis on the media elements of the grants
- Work collaboratively with CTFK research and legal programs to ensure strong integration of approaches and coordination of activities
- Draft, edit and oversee production of press releases, reports, brochures and other communications materials
- Oversee relationships with and output of communications agencies and consultants
- Work in conjunction with the CTFK Web team to produce materials for and assure effectiveness of a multilingual, multicultural website
- Develop and monitor budget for country-specific media advocacy programs

Qualifications

- Minimum 7 years experience in communications/media
- Excellent writing, speaking and editing skills

- Demonstrated ability to develop and implement international media and communications strategies
- Experience working at the international level and in cross-cultural settings
- Ability to handle multiple tasks in fast-paced environment
- Fluency in written and spoken Russian preferred
- Ability and desire to travel overseas periodically

How to Apply

Position available immediately. Interested candidates should send a resume/CV, cover letter and writing sample by e-mail to jobs@tobaccofreekids.org or by mail to:

Associate Director, Media Advocacy

Campaign for Tobacco-Free Kids

1400 I Street NW, Suite 1200

Washington, DC 20005

Fax: 202-296-5427

No Calls Please.

EOE.

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.