



## **TBEC PR Manager**

The [TB Europe Coalition](#) (TBEC) is looking for experienced **TBEC PR Manager** to join its international team. **TBEC PR Manager** will support TBEC programs by using the most appropriate PR and communication tools and channels (traditional and new media, public events, campaigns, etc.) to reach key audiences with tailored messages, sharing successes, addressing problem areas and strengthening partnerships with mass-media and stakeholders.

### **ABOUT TBEC**

Established in 2009, TBEC is a regional advocacy network of civil society organisations and individuals from across the WHO Europe region, comprising Western and Eastern Europe, Caucasus and Central Asia. The network aims to strengthen the role of civil society within the regional response to TB, and ensure political and financial commitments to end TB. Currently TBEC has more than 200 members from more than 30 countries in the region. In 2017, TBEC was registered as a legal entity in the Netherlands to step up its advocacy, capacity building and support to country-led TB advocacy initiatives. The TBEC Secretariat is responsible for the coordination, communication, administration, programmatic and policy management of the network.

### **MAIN RESPONSIBILITIES**

**TBEC PR Manager** main responsibility will be to provide PR support for the activities of TBEC and its coverage on information resources, as well as ensure communication with partner organizations in the framework of the implementation of the current tasks of the TBEC projects.

Within this framework, the TBEC PR Manager will provide:

- PR support of the TBEC' projects activities.
- Administration of the TBEC Facebook page.
- Creating informational messages, SMM and content strategies.
- To ensure visibility of the key messages through social media coverage with the involvement of opinion leaders to cover domestic financing allocations, with the focus on the social determinants of health, to promote the WHO multisectoral accountability framework on TB and, particularly multisectoral accountability checklist.
- Draft posts for TBEC Facebook page and in coordination with the TBEC UK Secretariat promote through the TBEC website planned or ongoing events at the international, national and local levels: webinars, round tables, working groups, regional or national meetings, etc., aimed at consolidating efforts of all stakeholders in the fight against

tuberculosis; corresponding promotion of program materials (including proofreading of materials) produced by TBEC or partner organizations.

- Contributing to increasing the interest of the audience, its activity and the number of followers at Facebook, YouTube, TBEC listserv.
- Feature TB activists and experts - their quotations and life stories related to TB services and activism; occasionally make interviews for website and FB.
- Write brief reviews on TBEC publications, analytical reports and write blogs for TBEC website.
- Support the implementation of the TBEC regional information campaigns.
- Occasionally provide technical support to TBEC national partners and members regarding campaigns and the use of social media and websites.

#### **QUALIFICATION REQUIREMENTS:**

- At least three years' experience in managing public communication/PR campaigns achieving tangible results.
- Proven organizational skills, preferably in conducting media or social projects, public events.
- Writing and editorial craft: news-releases, success stories, reports, official letters, talking points, etc.
- High oral communication competency: ability to present, negotiate and give interviews.
- Successful track record in building partnerships with business, government and media is beneficial.
- Strong commitment to public health and civil society required, relevant experience is desirable.
- Experience in fundraising is beneficial.

#### **Languages**

- Knowledge of Russian is required.
- Knowledge of English is desired.

#### **CONDITIONS**

Contract:

TBEC offers a consultancy contract until December 31, 2020 (renewable, subject to available funding).

Remuneration is competitive, and will be based on the candidate's profile and experience.

Consultant will be liable for payment of taxes, should such taxes be withheld as a result of payment under consultancy contract.

Remuneration will be paid in US Dollars, so consultant shall have a USD bank account.

Location: [WHO Europe region](#), preferably in Kyiv, Ukraine.

**Starting date:** August 2020

## **INTERESTED?**

Please send your **CV and cover letter** in Russian or English to [kalancha@tbcoalition.eu](mailto:kalancha@tbcoalition.eu) and [medvedenko@tbcoalition.eu](mailto:medvedenko@tbcoalition.eu) in CC with the subject line: **"PR Manger \*your name\*" by 23 July, 2020 6pm CET.**

Your cover letter should highlight how your skills and experience are well-suited to the requirements of this position and why you specifically want to work for TBEC.

Short-listed candidates only will be contacted by **27 July, 2020.**

Interviews with short-listed candidates will be conducted on-line via Zoom by **31 July, 2020.**