

Health Action International (Global)

Communications Officer - Terms of Reference

Fixed-term contract

Background

HAI is a non-profit, independent, global network of over 200 consumer groups, public interest NGOs, health-care providers, academics and individuals in more than 70 countries, operating from four regional offices (Europe, Asia Pacific, Africa and Latin America) and HAI Global (secretariat and global projects). HAI promotes increased access to essential medicines and their rational use, through research excellence and evidence-based advocacy, and works to achieve a world in which all people, particularly the poor and disadvantaged, are able to exercise their human right to health.

Both HAI Global and HAI Europe share an office building in Amsterdam, where HAI is a registered foundation, but their identities are entirely different and separate. HAI Europe is concerned with medicine policies broadly within the boundaries of Europe, for example EU legislation and the supra-national regulation of medicines by the European Medicines Agency (EMA). By contrast, HAI Global coordinates projects which cross national and regional boundaries (for example the medicine prices project and relations with the World Health Organisation). HAI Global also acts as focal point for donors.

Initially, this full-time post is to serve both HAI Global and HAI Europe to assess the communications needs of both offices. In twelve months time, a thorough assessment will be made on the future direction of communication needs both within HAI Europe and HAI Global.

HAI is in a position to offer a fixed-term contract for an initial period of twelve months for the above post commencing in March/April 2008. In early 2009 a review will assess HAI's future communications needs and options for dedicated posts in HAI Global and HAI Europe may arise.

The remuneration package includes a competitive salary, pension scheme and additional benefits as appropriate.

Selection Procedure

Applicants should submit a current cv and covering letter indicating their skills, competencies and suitability for the post, with reference to the terms of reference outlined below. Applications should be received by 28th March 2008 either electronically to tim@haiweb.org, or by post to:

Tim Reed, Director
Health Action International (Global)
Overtoom 60 / III
1054 HK Amsterdam
The Netherlands

A short list of candidates will be drawn up by the 14th April and successful candidates contacted soon thereafter. Unsuccessful candidate will all be notified in due course.

General

HAI Global

When working with *HAI Global* the communications officer will

support HAI Global project and advocacy staff in the areas of access to essential medicines and the rational use of medicines.

develop media relations in respect of HAI's global projects to inform the general public and generate interest and knowledge in the work of the HAI global network

produce outputs to support HAI's technical and campaigns staff for the purpose of advocacy for access to essential medicines and their rational use

in consultation with regional offices, design and implement a media strategy in order to build the HAI brand, profile and influence a regional and global level.

Liaise with the editors of the publication of *HAI News* (Asia Pacific)

provide advocacy support which will involve editing HAI outputs, including the WHO/HAI bulletin 'Medicine Pricing Matters' and the identify likely communication opportunities in access to essential medicines, the rational use of medicines and their contribution to health and development.

develop a good grasp of issues on which HAI works, and ensure that the information given to all interested parties is of the highest quality, is accurate and is in line with HAI policy and advocacy messages.

HAI Europe

When working with *HAI Europe* the communications officer will

Develop a media strategy for HAI Europe's key areas of work and disseminate HAI Europe's views on recent EU Policy, liaising with general and medical press at national (Netherlands) and European level.

Implement and plan media activity and exposure on HAI Europe's international objectives and support advocacy strategies

Map, build and maintain relationships with agreed specialist press and specific policy journalists on agreed priority areas while representing HAI Europe as a spokesperson with media, or coordinate with the appropriate project/advocacy expertise.

Assist in the editing of HAI Europe's statements, position papers and background reports.

To achieve excellent media coverage by developing and proactively briefing journalists, writing articles and broadcast proposals, and writing press releases and media briefings

Respond to news and general enquiries and deal with media enquiries about HAI Europe's work and priorities

Proactively respond to media articles on key issues with letters and/or comment;

To contribute to 'out of hours' media contact and travel overseas where this is required to provide effective media support to HAI initiatives.

To perform such other tasks and responsibilities as may be required from time to time in order to ensure the smooth running of the HAI teams, the network and HAI

Person Specification

Essential

A minimum of two years experience of as media officer, journalist or similar background and/or experience of working in a media role with a track record of success in obtaining media coverage.

Some experience in the health & development field, or the political economy of pharmaceuticals.

Ability to plan work and meet deadlines when working under pressure on a number of projects.

English Language to a very high standard

Experience of working within budget constraints.

A commitment to support inter-regional/cross organisational initiatives.

Good media skills, and in particular persuasive skills for placing comments/selling a story.

Strong communications skills in English (both written and verbal) at a level appropriate for broadcast interviews or writing articles, and the ability to tailor communications to different audiences.

Ability to summarise complex data (medical, scientific, technical, economic) and communicate this in ways that are accessible to a range of audiences and cultures, and that fit with HAI's advocacy messages.

Ability to operate within an administratively self servicing environment.

Computer literate.

Commitment to HAI's mission, values and approach

Desirable

Good understanding of the external environment in which this area of work operates (globally, regionally, competitors, partners, new technologies)

Experience of development NGOs and/or agencies

Fluency in Dutch

Organizational position

- The communications officer will report to the Director of HAI Global.
- He/she will also work in close collaboration with the coordinators of HAI's Global advocacy projects and the coordinator of HAI Europe.
- He/she will also work in close collaboration with the communications officers of the HAI regional network (Africa, Asia Pacific, and Latin America).

Conditions of employment

This position is initially for twelve months starting in April/May 2008

This position is for a 36 hour working week (full-time)

The duty office is in Amsterdam