Job Description
Senior Ebola Campaign Manager

PCI Media Impact

POSITION TITLE: Senior Ebola Campaign Manager
STATUS: Full time
REPORTS TO: Ebola Programs Director
LOCATION: New York
DURATION: 4 -6 month contract with possibility of extension
AVAILABILITY: Immediately

About the Position
PCI Media Impact seeks to hire an experienced Senior Campaign Manager for the transmedia #ISurvivedEbola campaign in Liberia, Sierra Leone and Guinea. The work is considered urgent, and PCI Media Impact is looking for qualified candidates who can begin immediately, to be based out of New York.

The Senior Campaign Manager must be experienced in developing and driving strategic, communications-for-development campaigns as well as managing tactical day-to-day campaign deliverables and teams. The Senior Ebola Campaign Manager will lead the planning and implementation of all campaign components within the scope of the program in a timely manner, while supporting in an integrated fashion other elements of PCI Media Impact’s Ebola work in West Africa. This position will report to the Ebola Program Director of PCI Media Impact. A total of three 4-month consultants in Liberia, Sierra Leone and Guinea will report back to this position. The Senior Ebola Campaign Manager will represent the organization, manage media relationships and engagement, and build the program brand.

PCI Media Impact (www.mediaimpact.org)
PCI Media Impact has empowered communities worldwide to inspire positive social and environmental change through storytelling and creative communications. We are a leader in the communication for development, with a particular expertise in Entertainment-Education.

For almost 30 years, we have advanced the well being of vulnerable populations by improving knowledge, shifting attitudes, and changing behaviors with regards to critical social and environmental issues. Our commitment to three interconnected themes – Health, Empowerment and Environment – means we address a wide variety of issues: family planning, reproductive health, sanitation, HIV/AIDS, rape, trafficking, women’s
empowerment, youth education, natural resource management, and sustainable development. Together with our partners around the world, we have produced more than 5,000 episodes of 100 television and radio productions, reaching more than one billion people in over 45 countries.

**Ebola Program**

Working with technical experts and media production organizations, PCI Media Impact is producing entertainment-education (E-E) radio serial dramas and a transmedia communication campaign to respond to the current Ebola crisis. The #ISurvivedEbola campaign will focus on survivors in Liberia, Sierra Leone and Guinea, which will promote stories of actual survivors, reintegrated survivors, health care workers and family members who took care of a sick person, as well as community leaders who invited survivors back to the community. The media platforms include video, audio, interactive print materials, music, website, mobile technology, social media and others. The program aims to help respond to the outbreak with an acute sensitivity to the cultural complexities, values, needs and perceptions of target communities in Liberia, Sierra Leone and Guinea. The program will embed key messages on Ebola prevention, approved protocols for adequate care and promote supportive reintegration of survivors.

**Primary Responsibilities**

- Plan, develop and manage the #ISurvivedEbola campaign activities in the three intervention countries: Sierra Leone, Liberia and Guinea
- Plan, develop and manage, in a timely manner, the production and distribution of high quality #ISurvivedEbola campaign materials, including but not limited to: audio, video, interactive print materials, music, web, mobile technology and social media
- Day-to-day management of the campaign work carried out by three full-time consultants in Liberia, Guinea and Sierra Leone
- Support, in an integrated fashion, other Ebola programming on-going in the region.
- Support external communications: writing communications pieces as necessary, creating content, managing media relationships, direct media monitoring, building program brand, and collaborating with other team members of the program for effective regional dissemination of the campaign
- Support Internal Communications: Be an active liaison between the New York team and the West Africa regional team, support employee events and activities in the program region, build and manage website, and provide training
- Provide communications and media training to staff and grantees appropriate for the program

**Requirements**

- Minimum of a Masters degree in communication or related field and 10+ years of relevant communication for development, Entertainment Education, campaign and media experience
- Experience in film, video and audio production
- 2 - 5 years field experience working in Africa, preferably West Africa
- Strong experience in and understanding of new media, as well as traditional and digital media in Africa, preferably West Africa
- Proven track record of leadership and management skills, with experience managing programs and staff. We are looking for a seasoned professional
- Must be analytical and innovative
- Excellent oral and written communications skills in English (French or widely spoken African languages would be an advantage)
- Strong interpersonal skills including: Strong negotiation skills; Ability to represent the organization at external events; Public presentation skills
- Time Management: excellent organizational skills are required to keep pace with the program while delivering quality communication products

To Apply

- Please email your detailed resume and cover letter in one document to asachdev@mediaimpact.org
- Please include “Senior Ebola Campaign Manager Application” in the subject of your email.