



# communications assistant

## *Beijing, China*

World Lung Foundation (WLF) was established in response to the global epidemic of lung disease, which kills 10 million people each year. The organization improves global lung health by improving local capacity to conduct research, develop public policy and deliver public health education. The organization's areas of emphasis are tobacco control, tuberculosis, HIV/AIDS, asthma, and child lung health. [worldlungfoundation.org](http://worldlungfoundation.org)

WLF is also one of five coordinating partners of the ***Bloomberg Initiative to Reduce Tobacco Use*** in low and middle-income countries, where more than two-thirds of the world's smokers live. WLF supports mass media communications efforts in several priority countries including, but not limited to, China, India, Russia, Indonesia, Bangladesh, Mexico, Egypt, Pakistan, Poland, Brazil, Thailand, Vietnam, Philippines, Turkey and Ukraine.

In China, WLF is supporting various government partners in the execution of strategic, evidence-based social marketing campaigns. To achieve this end, WLF works closely with government ministries and other stakeholders in all stages of the campaign, from planning and design, through development, implementation, and impact evaluation. The current portfolio of WLF work in China is in the area of tobacco control, but this is anticipated to grow in the near future to include health communications activities in other lung health areas.

The organization and its activities in China are rapidly expanding. As part of this growth, WLF is committed to building a first-rate communications division and is recruiting a **Communications Assistant, China**.

The Communications Assistant will assist the Communications Officer in providing technical assistance on the implementation of mass media activities by several grantees on the ground in China. He/she will also help to monitor and manage mass media projects already underway and will be expected to provide general support to WLF, as needed, on coordination of research and training initiatives, and public relations activities.

One of WLF's chief strengths is access to a large international network of public health organizations and experts. Therefore, while the Communications Assistant's day-to-day activities and reporting will be to the immediate WLF staff, the interest, willingness and initiative to grow into this larger network of professionals will be important in the long-term.

## Role and Responsibilities

Candidate will work with the WLF China team comprising of an international team of experts and a Beijing-based Communications Officer. He/she will be responsible for assisting and coordinating all aspects of communications activities in China. Ensuring the timeliness, organization, and quality of all tasks will be the assistant's primary responsibility.

Specific duties will include:

- Assisting country efforts in the development and delivery of media campaigns for national and state governments;
- Providing assistance with media executions and implementation
- Assisting in hiring, managing and overseeing vendors on media projects, including media agencies, media planners, research companies
- Assisting in development and project management for upcoming campaigns involving media production
- Assisting in maintaining relationships with local stakeholders (including ministries, grantees and other local partners) by arranging and coordinating meetings, preparing agendas for meetings, maintaining correspondence, etc.
- Providing general communications assistance on media launches and assist with writing of reports, presentations, conferences, correspondence, coordinates meeting agendas and meetings, etc.
- Coordinate and execute all aspects of press conferences including drafting of press materials, development of press kit, pre-launch briefings, press invites, talking points for panelists, venue logistics, etc.
- Write reports, help create presentations and provide research assistance, including simple document translation, as may be required
- Handle administrative responsibilities as needed

## Qualifications

- Oral and written proficiency in English
- Experience in project management
- Highly organized and detail oriented
- Ability to multi-task
- Demonstrated verbal, written, and interpersonal communication skills
- Ability to work independently, self-directed, strong work ethic and adherence to deadlines
- Ability to travel, mainly throughout China but also internationally as needed
- BA degree required
- Media (TV, radio) production skills and campaign execution experience is a plus
- Health communications experience is a plus

**Compensation:** Salary is commensurate with education, experience and salary history.

***The position is currently budgeted as a one year position but this is subject to renewal.***

\* Only Chinese nationals will be considered for this position.

Applications with **resume in English** should be sent to [careers@worldlungfoundation.org](mailto:careers@worldlungfoundation.org).