

# NOTICE OF VACANCY

## Communication Associate



### 1. Summary

The World Health Organization (WHO) Representative Office to the Philippines is seeking an individual contractual partner to serve as a Communication Associate, under a Special Services Agreement (SSA) contract, supporting efforts to strengthen health communications, media relations, community engagement, risk and crisis communication, internal communications, and donor visibility.

The submission of the application is due by **16 August 2025**.

### 2. Background

Communications is an important function of the WHO Representative Office to the Philippines, as part of its own work, technical support to the government, and collaboration with partners.

This includes communication activities to address risk factors for noncommunicable diseases (NCDs) such as tobacco use, excessive alcohol consumption, physical inactivity, and unhealthy diets. These modifiable behaviours significantly contribute to the growing burden of NCDs and require coordinated communication strategies to influence individual choices and shape public policy.

At the same time, infectious diseases continue to disproportionately affect resource-constrained communities. Their spread is shaped by a complex interplay of health determinants, including limited access to safe drinking water, inadequate sanitation, poor housing conditions, the impacts of climate change, gender inequality, and broader socio-cultural and economic factors such as poverty. These social determinants of health, combined with health system challenges, contribute to persistent inequities in health outcomes. WHO supports communication strategies that promote equitable access to essential health services, including immunization, and contribute to overall health systems strengthening.

To address these challenges, WHO leverages Communication for Health (C4H): a strategic approach to improve health outcomes. From individuals and health workers to policymakers and government leaders, every health-related decision is influenced by the information available, how it is communicated, and the psychological, socio-cultural, and environmental context in which it is received.

C4H initiatives, including risk and crisis communication, play a critical role not only in promoting healthy behaviours and shaping policy, but also in supporting preparedness and response during health emergencies and disease outbreaks. Effective risk communication and community engagement (RCCE) help to build public trust, combat misinformation, and encourage protective actions, particularly during crises.

By delivering evidence-based, culturally responsive messages, C4H empowers individuals, informs communities, and influences systems—positioning communication as a key driver of health equity and resilience.

Communications support is also required to raise awareness among decision-makers and the public of the outcomes and impact of WHO's work in the Philippines, including in partnership with donors and other partners.

Internal communications capacity is required to enable smooth operations and enable a shared sense of purpose.

### **3. Timeline**

The implementation timeline for the project is from September to December 2025.

### **4. Place of Assignment**

Manila, Philippines

### **5. Scope of work**

Under the supervision of the Acting Deputy WHO Representative to the Philippines, the Communication Associate will plan and implement communication strategies, including events and activities. Responsibilities include drafting and editing various materials—such as web articles, social media content, video scripts, reports, and publications—in line with WHO's style guide. He/She will manage content for the WHO Philippines website and social media, ensuring materials are evidence-based and approved. He/She will also monitor social media and coordinate timely internal responses.

#### **OUTPUT 1: Provide overall communications support to the Acting WHO Representative and technical teams managing routine programmes, including external and internal communications**

- 1.1: Design and implement communication strategies through an annual communication plan of activities and events, including official WHO observances (e.g. World Health Day) and key launches (e.g. of the WHO-Philippines Country Cooperation Strategy);
- 1.2: Provide support to technical team leaders in planning and developing relevant communication and advocacy activities and materials, including events, news releases, feature stories, articles, commentaries, videos and social media posts;
- 1.3: Support the Acting WHO Representative to the Philippines in communication activities, including the preparation of statements, speeches, talking points, Q&As, commentaries, and responses to media queries on behalf of the Country Office (CO);
- 1.4: Support the development of editorial content for the Country Office's website, in collaboration with colleagues in the CO and Regional Office for the Western Pacific, to promote WHO's programme objectives;
- 1.5: Manage the CO's social media strategy and accounts through consistent and timely postings, accurate messaging, and high-level engagement; and
- 1.6: Enhance donor relations and partnership efforts.

#### **OUTPUT 2: Support health promotion, risk communication and community engagement initiatives within the CO and with government and development partners**

- 2.1: Develop health education and health promotion materials in coordination with technical officers;
- 2.2: Propose and prepare strategies in line with the C4H approach, and coordinate implementation of activities to improve awareness and encourage actions to address major health issues;
- 2.3: Support capacity-building in the health sector for strategic health communication;
- 2.4: Support the planning and implementation of communication initiatives relating to health emergencies and outbreaks; and
- 2.5: Contribute to communications surge capacity and serve as part of the regional or

global WHO emergency communications team during humanitarian or public health emergencies, with readiness for field deployment as needed.

**OUTPUT 3: Strengthen media relations and prepare materials to influence health priorities and support informed decision-making among the public and key stakeholders**

- 3.1: Engage with the media, including preparing, coordinating clearance and distributing press releases, organizing media events and press conferences, and responding to media enquiries in a timely and appropriate manner, as needed;
- 3.2: Strengthen the CO's network and relationships with key journalists and media organizations in the Philippines;
- 3.3: Coordinate with the WHO Regional Office, Headquarters, and other UN agencies in the Philippines on public health communications, as necessary; and
- 3.4: Assist WHO colleagues and health partners with media training, including in risk and crisis communication (e.g. in preparedness and response to outbreaks and other emergencies).

**OUTPUT 4: Submit an end-accomplishment report**

**6. Technical supervision**

The SSA holder will work under the supervision of:

Responsible Officer	Ms Olivia Lawe-Davies	Email: lawedavieso@who.int
Manager	Dr Eunyoung Ko	Email: koe@who.int

**7. Qualifications and experience**

**Education and certification:**

Essential:

- University degree in communications, public relations, marketing, journalism, health promotion, humanities, or a related field

Desirable:

- Advanced degree or certification in public health, visual arts, social sciences, development studies, international relations, or marketing is an advantage.

**Work experience and training:**

Essential:

- Minimum of four (4) years of work experience in communications, advocacy, media relations, public relations, marketing journalism, communication research, social listening, technical writing, public relations, advertising, publishing or related area.

Desirable:

- Previous experience working with WHO, the Philippines Department of Health, other United Nations agencies or development organizations.

**Language:**

- Excellent verbal and written communication skills in English and Filipino
- Fluency in other major languages of Visayas and Mindanao are desirable

**Technical skills and knowledge:**

- Demonstrates very good understanding of and skills in health promotion, editorial writing and content production, advocacy and social mobilization;
- Proficient writer of speeches, news releases, commentaries, feature stories and social media posts;
- Strong quantitative and qualitative analytical skills, and ability to present data and content visually;
- Demonstrated experience and knowledge of message testing, social listening and

monitoring, including intermediate skills in platforms such as Meltwater, Google Trends, etc.;

- Demonstrated experience and skills in web publishing and social media management;
- Familiarity with graphic design, and audio-visual publishing, including relevant software programmes; and
- Proven ability to develop quality reports and analyses with minimal direction.

## **8. Confidentiality and Property Rights**

All technical documents, reports, tools, and prototype guides are to be treated as confidential and must not be handed over to third parties. These shall be submitted to the WHO and the Organization shall have sole ownership and rights to the completed products. Any reproduction, citation, reference, and use of the said documents and materials requires the permission of the WHO.

## **9. Ethical and professional standards**

- WHO prides itself on having a workforce that adheres to the highest ethical and professional standards and that is committed to putting the WHO Values Charter into practice.
- WHO has zero tolerance towards sexual exploitation and abuse (SEA), sexual harassment and other types of abusive conduct (i.e. discrimination, abuse of authority and harassment). All members of the WHO workforce have a role to play in promoting a safe and respectful workplace and should report to WHO any actual or suspected cases of SEA, sexual harassment, and other types of abusive conduct. To ensure that individuals with a substantiated history of SEA, sexual harassment or other types of abusive conduct are not hired by the Organization, WHO will conduct a background verification of final candidates.

## **10. Competencies**

The following competencies are mandatory:

- Creativity, resourcefulness, and meticulous attention to detail and accuracy;
- Skilled in interpersonal communication, diplomacy and external relations;
- Flexibility and adaptability to relevant and reasonable project demands, submitting high-quality deliverables within agreed timelines;
- Ability to work well with diverse programmes, teams and partners;
- Results-oriented and collaborative attitude at work; and
- Demonstrated ability to remain calm, in control, and with a positive attitude even under pressure and working to tight deadlines.

## **11. Travel**

The SSA should be ready to travel to various locations in the country as needed. A medical certificate of fitness to work should be submitted prior to the engagement.

## **12. Submission of Requirements**

Interested individuals should submit electronic copies of the following:

- Cover letter.
- Curriculum Vitae

Address all cover letters and proposals to:

**Dr Eunyoung Ko**

Acting WHO Representative to the Philippines  
Ground Floor, Building 3, Department of Health, San Lazaro Compound  
Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the application with the title “Communications Associate” to [wpphlprocurement@who.int](mailto:wpphlprocurement@who.int).

Only shortlisted applicants will be contacted by WHO Philippines.

The deadline for submission of the application is on **16 August 2025**.