

TERMS OF REFERENCE

DESIGNATION: COMMUNICATIONS ASSOCIATE

About Unilab Foundation

Unilab Foundation, Inc. (ULF) is the corporate foundation of United Laboratories, Inc. Its purpose is to strengthen the enabling environment for inclusive development through social innovations and impactful programs that will improve the mental health and well-being of young Filipinos, nurture integrated Science, Technology, Engineering, and Mathematics (STEM) learners, innovators and workforce and improve the active participation of the youth in promoting good health and well-being of Filipinos.

ULF aims to achieve long-term, transformational development impact and is committed to building partnerships to extend its programs' reach and impact. ULF convenes like-minded groups and individuals from international and local NGOs, other development sector stakeholders, government, industry, and academe to address development issues in a coordinated manner.

ULF has three Programs:

- STEM+ PH is the centerpiece program of Unilab Foundation that aims at expanding the pool of STEM Learners and Innovators in the country through, a) improving the access of learners accessing authentic, integrated STEM education, b) improving the quality of teachers, c) increasing the number of schools adopting an authentic, integrated STEM curriculum, and d) improving engagements between government, industry and education sectors. STEM+PH is delivered directly by ULF as well as through an implementing partner, CISTEM, which also happens to be an organization that will be fully spun off from ULF.
- Heads Up PH is a mental health and well-being program. Working with partners, the Program focuses on capacity building for educators, providing learners access to information towards improving their key socio-emotional skills, curricular innovation, building community support, and advocating for enabling policies.
- Project Kaakbay enables the youth to actively promote the health and well-being of Filipinos. Working with partners, the Program equips the youth to be advocates for health by building leadership and management competencies to implement health projects in their communities and advocates for enabling policies for youth engagement.

In addition to its core programs, ULF has three (3) independent programs that it continues to support its growth and sustainability, namely:

- Project Inclusion Network (PIN): provides employment/livelihood opportunities that will enable persons with disabilities to become productive citizens of our society.
- Positive Youth Development Network (PYDN): provides a platform for youth to become change agents.
- Center for Integrated STEM Education (CISTEM): provides STEM learning curricula and resources to capacitate our teachers and learners in high-quality STEM education.

For more information, visit www.unilabfoundation.org

About the Project: Preparatory Work Plan for HSSC Establishment

ULF, with support from the Australian Department of Foreign Affairs and Trade (DFAT) and the Philippine Business for Education (PBE), will be implementing a project to prepare the necessary groundwork to establish the Philippine Healthcare Skills Sector Council (HSSC). This council will study the future human resources for health (HRH) needs of the country and inform policies, regulations, curriculum development, technology acquisition, and HRH deployment.

The key outputs of the proposed project, including a competency framework, a blueprint for the HSSC role, and a paper on the Future of the Philippine Health Care, which will be used to inform policies for:

- Establishing the Philippine HSSC;
- Improving the Department of Health's (DOH's) existing HRH Master Plan;
- Engaging the private health sector to realize their roles in DOH's HRH Master Plan;
- And shaping future public and private education, both at lower and higher levels.

This project has the following specific objectives:

- To create a deeper understanding of the Future of the Philippine health sector through baseline **research**;
- To gain knowledge and bridge co-ownership of the agenda through **strategy meetings**; and
- To formulate policy recommendations for the Philippine health system through the conduct of **conferences and workshops** with multi-stakeholder groups.

Purpose

The Communications Associate (CA) will foster effective communication and documentation within the project, with a focus on building strong relationships with key stakeholders, particularly the Department of Health (DOH). The CA will lead efforts in developing and implementing comprehensive communication strategies, managing partner and media relations, and producing high-quality collaterals. Additionally, s/he will contribute to the management of project events, ensuring seamless coordination and engagement. By leveraging effective communication practices, the CA will support the overall project success and help raise awareness and understanding of its objectives among diverse audiences.

Duration

July 2023 to August 2024 (full-time)

Scope of Work

The Communications Associate shall be responsible for the following:

1. Work closely with the Project Director and Project Officer in developing and implementing comprehensive communication strategies to effectively convey project objectives, milestones, and achievements to diverse stakeholders.
2. Act as the primary point of contact between the project and DOH, ensuring open and regular communication channels. This involves:
 - a. Building rapport with key personnel within the DOH, including senior officials, program managers, and relevant department heads.
 - b. Maintaining ongoing correspondence, scheduling regular meetings, calls, and email correspondence to exchange updates, discuss project activities, and address any concerns or questions.
 - c. Understanding DOH priorities, policies, and initiatives and identifying areas of alignment and collaboration.
3. Lead the development and production of high-quality communication materials, including but not limited to brochures, fact sheets, reports, presentations, and other related content.
4. Coordinate and oversee media relations activities, including press releases, media briefings, and interviews, to promote project visibility.

5. Manage and maintain the project's social media channels and other digital platforms, ensuring regular and engaging content that reflects the project's goals and achievements.
6. Support the organization and coordination of project events, such as conferences, workshops, and stakeholder meetings, including logistical arrangements, participant communications, and event documentation.
7. Collaborate with team members in identifying and capturing compelling project-related stories, case studies, and impact narratives for effective communication and knowledge sharing.
8. Conduct regular monitoring and analysis of communication activities, including media coverage, analytics, and social media engagement, to assess effectiveness and make recommendations for improvement.
9. Provide guidance and support to the project staff and partners on communication-related matters, ensuring consistent messaging and branding across all project materials.
10. Maintain a database of relevant media contacts, partners, and stakeholders for efficient communication and outreach purposes.

Knowledge, Skills, and Qualifications

1. Bachelor's degree in a relevant field (e.g., communications, public relations, marketing).
2. Strong interpersonal skills to build and maintain relationships with stakeholders and effectively collaborate with team members.
3. Comprehensive understanding of communication principles, strategies, and techniques.
4. Excellent written and verbal communication skills to effectively convey messages to diverse audiences.
5. Proficiency in content development (writing, editing, and proofreading) and in using communication tools and software, such as graphic design software, content management systems, and email marketing platforms.
6. Excellent organizational and time management skills with the ability to work independently and collaboratively.
7. Familiarity with the healthcare sector and knowledge of relevant stakeholders, policies, and initiatives.

Selection Criteria

1. Relevant educational degrees or equivalent experience.
2. Proven experience in communications, public relations, or marketing roles, preferably in the health care or non-profit sector.
3. Aptitude in content development for various communication channels (e.g. social media, website, printed materials).
4. Demonstrated ability to develop and implement communication strategies and campaigns.
5. Experience in navigating government processes, protocols, and regulations related to communications and stakeholder engagement.
6. Demonstrated ability to facilitate open communication with stakeholders, while maintaining a professional and diplomatic approach.
7. Past engagements with DOH or exposure to NGO work would be advantageous.

How to Apply

Please send your updated Curriculum Vitae to hr@unilabfoundation.org with the subject line **HSSC Communications Associate** and a cover letter outlining your suitability for the position. The accepted applicant will be based in Mandaluyong City. This is a fixed-term position.

Due to the volume of applications received, only shortlisted candidates will be notified.

Child Protection: Unilab Foundation Inc. is committed to child protection and safeguarding the welfare of children in the delivery of our programs. Recruitment and selection procedures reflect this commitment and will include relevant criminal record checks.