



CREATIVE DIRECTOR, COPYWRITER AND BRAND STRATEGIST – SCOPE OF WORK –

Applications close Friday 13 July, 2018.

Are you interested in working with a young, creative international team changing the face of global health communications?

NCDFREE is looking for a volunteer **Creative Director** and working team of **Copywriters, Art Directors** and **Brand Strategists** to develop powerful global campaigns that break the conservative health sector mold, and translate complex ideas into simple, powerful narratives on the global burden of non-communicable diseases (NCDs).

Our campaigns to-date have global reach across **50+ countries** with **millions of impressions**, and the NCDFREE brand is highly regarded across the world with the likes of the **United Nations, World Health Organisation** and other major players in the sector. Your input will be *invaluable* in taking our brand to the next level and continuing to lead the industry in innovative communications.

We have a strong focus on ensuring all of our content is positively framed, innovative, and of high quality. You can see examples of our campaigns to date [here](#) and [here](#).

We know “NCDs” is not the sexiest of terms, but given they are the biggest killers of the world accounting for [70%](#) of all deaths globally, it’s a challenge that desperately needs (your) attention.

Position Description

The creative team will play a key role in setting standards for dd. Activities will include:

- Develop one major global campaign per year;
- Develop one smaller social campaign per year;
- Input into film stories and series for [NCDFREEtv](#);
- Support creative ideation for NCDFREE event activities;
- Working with the NCDFREE Executive Director and Communications Coordinator to develop strategic brand position and messages;
- Passion for and dedication to health is a must.

Commitment will be **approximately 8 hours per month** with the ability to flex over the busy campaign period and a schedule that allows for participation in our global team (video) meetings.

At least **3 years work/client experience is required**, ideally with an advertising agency background. However, if you are new to the workforce or studying and are passionate about health communications and would still like to apply, please do so.

This is a fully remote, volunteer position. Initial 6-month commitment requested.



To apply

Send your cover letter and resume to NCDFREE's Executive Director Lucy Richards at lucy@ncdfree.org with the subject line: *Application: NCDFREE Creative Team*. Please include a link to your portfolio and/or samples of your work.

Applications close Friday 29 June, 2018.

About NCDFREE

NCDFREE is devoted to addressing the burden of NCDs by empowering and connecting our future leaders, creating engaging narratives, and crowdsourcing solutions that lead to long-lasting change in the field.

We create innovation and advocacy through in-person events, film series, digital-first campaigns and partnerships with key players that reach millions of people across the world.

What are NCDs? Non-communicable diseases (NCDs) are some of the biggest killers worldwide, accounting for 70% of all deaths globally. They include cardiovascular disease, cancers, respiratory diseases, and diabetes—many of which are lifestyle-related and preventable. This means raising awareness and encouraging behaviour change to promote physical activity and healthy diets, and reduce alcohol and tobacco consumption.

Visit ncdfree.org for more information.