**Role: Digital Content Manager at CEPI**

Hi,

I would like to express my sincere interest in the Digital Content Manager role, as advertised on the [CEPI website](https://cepi.net/careers/). I am a marketing communications and public relations specialist passionate about people, efficient and sustainable systems. I have extensive experiences across the public, nonprofit and private sectors on content strategy, media and public engagement. I love effective, self-sustaining systems and creating better communities.

I was the Communications Manager for the Nigeria Centre for Disease Control (NCDC) in Abuja, Nigeria’s national public health institute (NPHI). In this role, I assisted the Director General of the NCDC, Dr. Chikwe Ihekweazu, on the policy, strategy and operational framework for the NCDC with specific focus on brand identity and visibility, use of digital media as a primary touch point, media and partner relations, and internal communications, in achieving effective implementation of the NCDC strategy to prevent, detect and respond to current and emerging public health threats in Nigeria. I was the brand and content manager for the NCDC and led digital media and public relations campaigns to increase awareness among Nigerians and combat fake news on priority infectious diseases in Nigeria.

In 2016, the NCDC set out to build a model national public health institute, one that Nigerians and Africans can be proud of. Having a strong and efficient communication structure was a critical success factor; I joined the NCDC in 2017 to help achieve this. The NCDC has always been on the race to prepare Nigeria for 'Disease X', thus we approach the pursuit of the NCDC vision with an urgency. With this in mind, having clear objectives for what communication at NCDC should look like, I set out laying the foundation, targeting three key audiences: the media, our partners and members of staff. I was the brand and content manager for the NCDC and led digital media and public relations campaigns to increase awareness among Nigerians and combat fake news on priority infectious diseases in Nigeria.

As part of my achievements on the role, I developed the first communication strategy for the NCDC with the goal to become the foremost Nigerian government agency most effective in communicating with the Nigerian public. The strategy defined our priority stakeholders, identified their needs and the change we wish to see, developed communications objectives to meet these needs, and subsequently developed a structured communications management plan to address each stakeholder. This strategy informed a digital media plan which I directly implemented across the NCDC social media platforms - Twitter, Facebook, YouTube, WhatsApp and Telegram, with a goal to bring the NCDC closer to Nigerians.

In the course of my stint as the communication lead, I supported and led various digital public health campaign in collaboration with Facebook, Inc. Following a successful online campaign for cerebrospinal meningitis in 2017, I led the NCDC Facebook campaign for Lassa fever and Yellow fever in 2018 and 2019 respectively. Data and learnings from the campaign gave the team a head start for campaigns for the COVID-19. Currently, all communication activities are guided by data from various sources including from insight gathered through the NCDC Facebook platform.

As part of our communication strategy, I started the first internal newsletter in 2018, tagged the NCDC Digest, an internal communication and knowledge management tool published bimonthly to inform staff on NCDC activities nationally, to communicate the NCDC strategy and vision to staff members and ensure they are motivated and empowered to achieve it. I published the first ten editions developing spotlight articles focused on improving staff understanding of the NCDC strategy, working with staff to develop field stories, and leading the development of all other contents; a copy of the 9th edition can be found via: <https://tinyurl.com/y7aqr8se>.

Brand communication was a very important component of our strategy at the NCDC. As the communication lead, I led the event brand communication and marketing for all NCDC events. Notably the LIC50 and NFELTP 2017 to 2019 and amr awareness campaigns in the same period. Also developed the first NCDC Brand Guide.I led

- talk about the campaigns in partnership with FB (where is the report online?): CSM, LF, YF. Then Covid-19. Our goal is to generate data to inform out strategies and advocacy in communicating with our key stakeholders and Nigerians.

- now internal Comms, ncdc digest. Our goal was to ensure staff understand the ncdc vision and are motivated to own it because they are what makes ncdc.

- now conferences (event branding, event publicity, event coordination). Publicity plan, Content development digital media management. Our goal with our conferences was to provide the best learning experiences for Nigerians, Africans and the world with a global standard.

On AMR, I also led the communications and digital media campaigns for Nigeria's Antimicrobial Resistance Week for 2017, 2018 and 2019. A key achievement in this experience include leading the national campaign for the launch of the Antibiotic Guardian Pledge in Nigeria, [www.antibioticguardian.com/africa](http://www.antibioticguardian.com/africa) in 2019, working with colleagues nationally and from the Africa Union/Africa CDC and Public Health England.

As part of my support to Nigeria's response to the COVID-19 pandemic, I supported the NCDC with knowledge management and documentation of Nigeria's national response to the COVID-19 pandemic. As part of my achievements, I led the development and management of a platform for telling Nigeria's COVID-19 stories, [www.covid19blog.ncdc.gov.ng](http://www.covid19blog.ncdc.gov.ng). I worked with journalists across five States in Nigeria, documenting firsthand experience from frontline responders at the national and state level. I also worked with vendors across atleast ten states to document in pictures and video documentaries, how Nigeria is responding to the COVID-19 pandemic at the national and state levels.

I have used my communications expertise to influence governments and causes in multiple countries. In the United States, I served as an International Fellow at Robert F. Kennedy Human Rights where I provided crucial support to all aspects of the organisation’s Young Leaders programme, including volunteer engagement, communications, fundraising and program expansion across the United States. In Nigeria, I have managed branding campaigns for various Federal government agencies. At the NCDC, I co-led media and communication engagement for the first regional simulation exercise (SIMEX) on public health emergency response to an outbreak of a viral haemorrhagic fever in the West African sub-region, coordinating media and partners across countries in the region; I also led communications and supported stakeholder advocacy strategy for launching Nigeria's National Action Plan on Health Security (NAPHS), among several such other functions and projects at the NCDC. In 2016, I championed the launch of the online campaign [***#NoSidonLook***](https://www.youtube.com/watch?v=vtXBhkq8AD0) with BBC Media Action in Nigeria to drive citizen participation in advocating good governance and accountability from the government and public office holders; I also managed brand development and communication for the launch of the [Ogoni Cleanup Project](http://environment.gov.ng/ogoni-cleanup/) by the Federal Ministry of Environment in 2016.

Leveraging my skills and experience in brand identity design, development and marketing, I have a proven experience developing and implementing marketing strategies on multiple digital platforms, as well as leveraging offline platforms effectively. I have experience defining key campaign metrics, setting up and managing adverts on Facebook, Twitter and Google using targeted ads; I also have an [Advanced Google Analytics certification](https://analytics.google.com/analytics/academy/certificate/JDFCUEtIQNSCfgIhyJS2oA) with proven experience using the tool, as well as experience with social media analytics for marketing.

I am confident you will find me to be an exceptional candidate for the role. I strongly hope for your consideration.

Thank you, and I look forward to hearing from you soon.

Sincerely,

**Jeremiah Agenyi**

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