**Role: Strategic Communications Consultant  
Consultancy reference: AMR/GCP/2020/9**

Hi,

I would like to express my sincere interest in the communications consultancy role, with reference - AMR/GCP/2020/9. I am a development communications and public relations specialist passionate about people, strategic communications and the media. I have gathered rich and extensive experience over the years, in closely related roles across organisations, developing communication plans for online and offline audiences, leading content development for and the implementation of such plans, engaging extensively with the media and members of the public. I enjoy being a part of and contributing to making effective and self-sustaining systems.

Until recently, 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 the 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. As part of my duties, I led digital media campaigns to increase awareness among Nigerians and reducing fake news on priority infectious diseases, acted as the brand manager for the NCDC and managed public relations functions for the organisation.

As part of my achievements, 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 and mobilise staff to buy into and support the achievement of the NCDC Strategy. I published the first ten editions developing spotlight articles focused on improving staff understanding of the NCDC strategy; I also worked with staff to develop field stories, as well as led the development of all other contents; a copy of the 9th edition can be found via: <https://tinyurl.com/y7aqr8se>. I was also the content manager for the NCDC website, www.ncdc.gov.ng, and all NCDC digital platforms from late 2017 to the start of 2020.

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**

*Jerryagenyi@gmail.com*

*+234-706-053-2629*