**Annex A**

**Terms of Reference**

**Title**: Senior Program Manager

# Scope of Work:

[Serve the Company in the capacity as Senior Program Manager of the Company for Singapore (the “**Territory**”) with the objectives of:

***Consulting***

1. Lead, manage and execute projects and initiatives, with a focus on large regional initiatives
2. Work with the consulting team to execute projects and initiatives as needed
3. Establish ACCESS Health Southeast Asia as a thought leader in health systems strengthening and healthcare transformation
4. Serve as the go-to-expert of health systems in the region, starting with Singapore and gradually the region as project and initiative opportunities afford

***Fintech for Health***

1) Ensure completion of all Thought Leadership KPIs,

a. Develop and oversee work plan for blog posts, industry reports, and case studies, including topic assignments, allocation of work to internal staff and external consultants,

b. Develop a multimedia strategy for F4H including, but not limited to videos, social media campaigns, and media outreach. Execute strategy by identifying firms and consultants to develop the materials.

c. Liaise with a marketing agency or other PR firm/consultant to develop outreach strategy for F4H.

2) Lead and monitor communications and media

a. Liaise with media and communications on all matters related to ACCESS Health Southeast Asia and Health Futures

b. Oversee support staff or external consultants on development of communications materials, maintenance of website, and social media outlets.

**Reporting:**

Reporting to the Regional Director, Southeast Asia.

**Term**

This engagement shall commence upon execution of this Agreement. The Agreement shall continue in full force and effect from December 1, 2021 to November 30, 2024.