

Freelance PR and media professional

With over 60 years of expertise, the Office of Health Economics (OHE) is the world's oldest independent health economics research organisation. Every day we work to improve health care through pioneering and innovative research, analysis, and education.

As a global thought leader and publisher in the economics of health, health care, and life sciences, we partner with Universities, Government, health systems and the pharmaceutical industry to research and respond to global health challenges.

As a government—recognised Independent Research Organisation and not—for—profit, our international reputation for the quality and independence of our research is at the forefront of all we do. OHE provides independent and pioneering resources, research and analyses in health economics, health policy and health statistics. Our work informs decision—making about health care and pharmaceutical issues at a global level.

All of our work is available for free online at www.ohe.org

Our Work

- **Research Focus:** We conduct research across a wide range of healthcare areas, from antimicrobial resistance (AMR) to gene therapies, health technology assessment (HTA), precision medicine, value-based pricing, and prevention.
- **Policy Impact:** Our work directly informs healthcare policy and pharmaceutical decision-making at national and international levels. We regularly submit evidence to parliamentary inquiries in the UK, and at parliamentary events from Ireland to Japan.
- **Publications:** We produce original research papers, commissioned reports, blogposts, and educational resources that shape healthcare policy and practice.
- **Global Reach:** While our offices are UK-based, over 80% of our research is global. Our research topics and influence extend internationally, and we have a particular interest in expanding our impact in MENA, Asia, and the United States

We are seeking experienced freelance PR and media professionals to support our communications and stakeholder engagement in three key regions:

- **Middle East and North Africa (MENA)**, in particular the UAE, Saudi Arabia and Qatar
- **Asia**, in particular Japan and South East Asia
- **United States**

Role Description - Freelance PR & Media Relations Specialist (Regional: MENA / Asia / United States)

Contract Type

Freelance/Consultant/ project basis

Key Objectives

Support OHE in amplifying our research impact and engaging policy influencers in your designated region through strategic media relations, stakeholder engagement, and communications planning.

Key Responsibilities

1. Media Relations & Amplification

- Identify and cultivate relationships with key journalists, editors, and media outlets specialising in healthcare, life sciences, and health policy in your region
- Proactively pitch OHE research findings and expert commentary to appropriate media outlets
- Coordinate media interviews and speaking opportunities for OHE experts
- Draft and distribute press releases, media advisories, and briefing materials tailored to regional audiences
- Monitor media coverage and provide reports on reach and impact

2. Policy Landscape Intelligence

- Map the policy environment in your region, identifying key policy moments, legislative developments, and health-related debates relevant to OHE's research areas
- Provide advance notice of significant policy events, consultations, parliamentary sessions, regulatory changes, and health conferences

- Recommend strategic timing for OHE report releases and communications to maximise policy impact
- Identify emerging health economics topics and policy priorities that OHE should address

3. Stakeholder Engagement

- Identify and build relationships with policy makers, policy advisers, think tanks, health ministries, regulatory bodies, and influential health policy organisations
- Facilitate introductions between OHE experts and key decision-makers
- Advise on appropriate channels and approaches for engaging different stakeholder groups in your region
- Support the organisation of regional events, roundtables, or webinars when appropriate

4. Strategic Communications Planning

- Develop regional media and communications strategies aligned with OHE's research priorities
- Create tailored messaging that resonates with regional audiences while maintaining OHE's evidence-based, independent positioning
- Provide cultural and political context to ensure communications are appropriate and effective
- Advise on regional sensitivities and optimal communication approaches

5. Content and Platform Advice

- Recommend regional media platforms, digital channels, and professional networks for disseminating OHE's work
- Advise on content formats and communication styles that work best in your region
- Suggest partnerships or collaborative opportunities with regional organisations

Essential Requirements

Expertise & Experience

- **Minimum 5+ years** of PR, media relations, or communications experience in your target region
- **Proven track record** of securing high-quality media coverage in national and specialist publications

- **Deep knowledge** of the healthcare, life sciences, or pharmaceutical sector media landscape
- **Established network** of media contacts in health policy, healthcare, and life sciences journalism
- **Strong understanding** of the policy-making environment and key institutions in your region
- Experience working with research organisations, think tanks, NGOs, or international health organisations (highly desirable)

Skills & Competencies

- Excellent written and verbal communication skills in English (additional regional languages are an asset)
- Strategic thinking with the ability to identify opportunities and anticipate challenges
- Strong relationship-building and networking capabilities
- Understanding of health economics concepts or willingness to develop this knowledge quickly
- Ability to translate complex research into accessible, compelling narratives for diverse audiences
- Results-oriented with the ability to demonstrate impact
- Cultural intelligence and sensitivity to regional nuances

Networks & Connections

- **MENA candidates:** Connections with media and policy circles in Gulf states, and/or Middle East countries; understanding of regional health systems and policy priorities
- **Asia candidates:** Media and policy networks in key Asian markets (e.g. Japan, South Korea, Southeast Asian nations); familiarity with diverse healthcare systems across the region
- **US candidates:** Strong connections with Washington DC policy circles, health policy media, and national healthcare publications; understanding of federal and state-level health policy dynamics

Desirable Attributes

- Previous experience working with UK-based or international organisations
- Understanding of health technology assessment (HTA), pharmaceutical pricing, and reimbursement issues
- Familiarity with academic and scientific communications



- Experience managing relationships with government officials and policy advisers
- Track record of thought leadership development and expert positioning
- Experience in crisis communications or issues management in healthcare contexts
- Multilingual capabilities relevant to your region

To apply:

Please send a cover letter and resume, specifying your region of expertise, to info@ohe.org

Applications will be reviewed on a rolling basis and interviews will commence on the week of March 16, 2026.