



## **Request for Proposal: AIDS 2018 Communications Consultant**

Proposals will be received until 1 October 2017

### **1. About the 22<sup>nd</sup> International AIDS Conference (AIDS 2018)**

The International AIDS Conference is the largest conference on any global health or development issue in the world. First convened during the peak of the AIDS epidemic in 1985, it continues to provide a unique forum for the intersection of science, advocacy, and human rights. Each conference is an opportunity to strengthen policies and programmes that ensure an evidence-based response to the epidemic. The 22nd International AIDS Conference (AIDS 2018) will be hosted in Amsterdam, Netherlands 23-27 July 2018.

The theme of AIDS 2018 is “Breaking Barriers Building Bridges”, drawing attention to the need of rights-based approaches to more effectively reach key populations, including in Eastern Europe and Central Asia and the North-African/Middle Eastern regions where epidemics are growing. When HIV/AIDS first appeared as a public health threat in the 1980s, the Netherlands faced the challenge head on, embracing scientific evidence and working with populations that other countries marginalized and stigmatized. Today, Amsterdam is a “Fast Track City” that has committed to accelerating action to ensure that the world can reach the ambitious target of ending AIDS by 2030. AIDS 2018 aims to promote human rights based and evidence-informed HIV responses that are tailored to the needs of particularly vulnerable communities -- including people living with HIV, displaced populations, men who have sex with men, people in closed settings, people who use drugs, sex workers, transgender people, women and girls and young people-- and collaborate in fighting the disease beyond country borders.

This year there is an expected attendance of over 15,000 delegates, 800 journalists and over 1,000 scholarships recipients. The International AIDS Society (IAS) serves as the AIDS 2018 Secretariat.

More information on AIDS 2018 can be found at [www.aids2018.org](http://www.aids2018.org).

### **2. Purpose of the Consultancy:**

The IAS is seeking proposals for a communications consultant to support all specific IAS HIV Programme communications needs leading up to AIDS 2018 and on-site during the conference. The consultant will collaborate closely with the Senior Manager, Communications at the IAS.

### **3. Deliverables:**

- Serving as communication point of contact for IAS HIV Programmes media and communications needs;
- Provide high-level strategy guidance on approach and priority communications activities for the most impact;
- Develop the communications, media plan and timeline for identified activities;
- Draft and submit messaging, talking points, high-level speeches, etc. based on agreed timeline and deliverables;
- Manage all press conference logistics (e.g., speakers, media invitees, etc.) for related press events;
- Onsite media point of contact at AIDS 2018;
- Liaise with other consultants as needed for media outreach, logistics, support, etc.
- Regular input and guidance on how to best connect IAS priorities and AIDS 2018 priorities.

**4. Period:** 1 December 2017 to 31 August 2018 (approximately 35-40 days for the whole consultancy)

**5. Location:** Remote work with on-site support the week of AIDS 2018

**6. Proposal Requirements:** The proposal should include the following:

- A cover letter summarizing motivation and intent for this role;
- A CV providing an overview of previous experience, including the estimated costs for services;
- At least three writing samples from relevant work;
- Three professional references.

**7. The following skills and qualifications are essential:**

- High-level experience managing event communications
- Strong experience working in HIV/AIDS
- Seasoned media relations experience

**8. Submission Details:**

Proposals should be emailed to [mona.dolan@iasociety.org](mailto:mona.dolan@iasociety.org) by 17:00 (CET)/11:00 a.m. (EST) on Sunday 1 October 2017. Late proposals will not be considered.