



## **Request for Proposal: AIDS 2018 Media 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 22<sup>nd</sup> 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 media consultant to support all national and regional 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:**

- Ongoing media outreach and engagement;
- Pre-conference media telebriefing planning and outreach support;
- International media relations, including in-person meetings with meeting in Paris and London;
- Op-ed writing and placement
- Onsite media liaison for interview requests and organized media briefings;
- Advisory role on IAS media activities at AIDS 2018;
- Oversee onsite media logistics leading up to and onsite at AIDS 2018;
- Identifying key science stories and opportunities;
- Advisory role on conference media scholarship programme;
- Weekly advisory role on media registration review and approval process.

**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:**

- Previous experience managing event communications;
- Experience working in HIV/AIDS;
- 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.