



Request for Proposal:
AIDS 2018 Local Communications Consultant
OR
AIDS 2018 Local Communications Firm
Proposals will be received until 15 October 2017

1. About the 22nd 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** on 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.

2. Purpose of the Consultancy:

The IAS is seeking proposals for a local communications consultant OR a local communications firm to serve as the key focal point for the 22nd International AIDS Conference (AIDS 2018) communications-related activities. The consultant/firm will collaborate closely with the Senior Manager, Communications at the IAS.

3. Deliverables:

- Serve as the key focal point for all AIDS 2018 communications-related activities in the Netherlands in close coordination with the AIDS 2018 secretariat communications team based in Geneva, Switzerland;
- Work with the Amsterdam Planning Group and the local partners to develop cross communications activities;
- Provide leadership guidance on the Dutch media market and influence the media to the advantage of the conference;
- Manage AIDS 2018 marketing efforts by identifying opportunities and managing the implementation of the process;

- Write, edit and manage internal approvals of AIDS 2018 communications content, including press releases, statements, emails, blog posts and publications (in both English and Dutch);
- Leverage media to impact state and federal government officials, opinion leaders and third party organizations;
- Provide timely and accurate advice to the IAS and other executive management with regards to marketing, media products and communication activities;
- Support content development for social media in collaboration with the IAS Digital Producer;
- Grow the database of national journalists and support those relationships;
- Translate official AIDS 2018 communications materials from English to Dutch where appropriate;
- Work with the IAS Associate Multimedia Officer to develop materials for promotional purposes in the Netherlands;
- Respond to/or channel media inquiries to appropriate points of contacts;
- Respond to all branding inquiries or marketing material requests quickly and efficiently;
- Support the outreach efforts in the Netherlands including a wide awareness campaign – in conjunction with outreach efforts carried out from Geneva.

4. Period: as soon as possible to 31 August 2018 (approximately 20 days per month)

5. Location: Remote work in Amsterdam, Netherlands

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

For consultants, proposals should include:

- A cover letter summarizing motivation and intent for this consultancy;
- 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.

For firms, proposals should include:

- A proposal outlining the relevant services offered by the firm that would meet requested needs;
- The list of names and roles of all proposed staff, along with bios;
- An overview of previous relevant experience, including outcomes of that work.

7. The following skills and qualifications are essential:

- Advanced experience working on communications, policy and/or advocacy in HIV/AIDS research or global health more broadly;
- Ability to analyze and craft communications strategies and implementation plans;
- Strong written communication skills with ability to write well under pressure;
- A firm understanding of the HIV/AIDS and/or the global health landscape;
- Comfortable presenting to leadership and public audiences about the communications work of the IAS;
- Excellent written and verbal communications skills; a demonstrated ability to create persuasive and clear communications in all forms, for a variety of audiences;
- Strong organizational skills, coordination skills and ability to multi-task;

- Ability to manage multiple projects simultaneously with meticulous attention to detail and tight deadlines;
- Knowledge of relevant international and domestic broadcast media, a keen sense of what makes and shapes the news, and the ability to make well-informed decisions in targeting appropriate media outlets and reporters;
- Ability to forecast public affairs and communication changes and develop strategies for changing complex communication programmes;
- Strong and demonstrated English and Dutch language communication skills both written and oral are essential for this position;

8. Submission Details:

Proposals should be emailed to mona.dolan@iasociety.org by 17:00 (CET)/11:00 a.m. (EST) on Sunday 15 October 2017. Late proposals will not be considered.