



Director, Communications and Public Affairs

About the IAS:

The International AIDS Society (IAS) leads collective action on every front of the global HIV response through its membership base, scientific authority and convening power. Founded in 1988, the IAS is the world's largest association of HIV professionals, with members in more than 170 countries. Working with its members, the IAS advocates and drives urgent action to reduce the impact of HIV. The IAS is also the steward of the world's most prestigious HIV conferences: the International AIDS Conference, the IAS Conference on HIV Science, and the HIV Research for Prevention Conference.

The IAS promotes and invests in HIV advocacy and research on key issue areas through our strategic programmes, initiatives, and campaigns that advocate for urgent action to reduce the global impact of HIV, including increased investment in HIV cure research; optimizing treatment and care for infants, children and adolescents with HIV in resource-limited settings; preventing and treating HIV-related co-infections; and expanding access to prevention, treatment and care for key populations vulnerable to HIV acquisition – such as men who have sex with men, people who inject drugs, sex workers and transgender people – including protecting their human rights by combatting punitive laws and discriminatory policies.

More information on IAS can be found at www.iasociety.org.

Details of Employment:

The Director, Communications and Public Affairs will be based in Geneva, Switzerland and report to the Executive Director. The position is open-ended and full-time to start as soon as possible.

Purpose of the Position:

The Director, Communications and Public Affairs will be responsible for building and maintaining the brand and public reputation of the International AIDS Society (IAS), including creative direction, public and media relations, digital engagement, marketing, and editorial mapping. The Director will lead a team of professional staff, consultants and service providers to implement a comprehensive communications and public affairs strategy that spans across conferences, membership, programmes and advocacy.

Main Responsibilities:

Brand positioning and writing

- Work across the organization to build and manage a comprehensive editorial calendar that leverages all available communications mediums in order to best position the IAS throughout the year
- Develop, implement and update an annual communications and public affairs strategy that positions the IAS' priorities across programmes and advocacy, conferences, and membership
- Develop and manage conference communications plans, including public relations for high-level speakers, programme scripting, and digital programme development
- Develop relevant messaging, and ensure consistent delivery of these messages across communications mediums
- Lead proactive communications plans to leverage IAS leadership as spokespeople on IAS priorities

- Identify and leverage priority communications and advocacy moments for the IAS to advance public and media relations, brand awareness and position the organization as a leader in the field
- Write and/or edit media and promotional materials.

Creative and marketing

- Leverage user insights, set annual analytics goals and monitor analytics to guide the organization on tangible communications outcomes
- Set the vision of the tone and voice of the IAS across mediums
- Oversee content, design and vision for IAS presence across digital channels
- Oversee drafting, creative design and production of marketing and promotional materials.

Media and public relations

- Develop and maintain strong relationships with media and serve as the media and communications focal point for the IAS
- Develop the press programme and identify key media stories for all conferences and work with media to support the factual coverage of those stories
- Provide media training to leadership and arrange interviews with key spokespeople
- Develop and implement media training and media capacity building programmes to support accurate coverage of HIV and related issues.

Management

- Manage a multidisciplinary team of staff and work with consultants and service providers to execute communications and public affairs strategies and monitor implementation
- Mentor and support team development and professional growth
- Manage contract development and implementation for partners, consultants and service providers
- Develop and manage the communications budget and plan all activities accordingly
- Work closely with the Executive Director and Senior Management Team to ensure that communications is aligned with the larger vision of the organization
- Work with the IAS Governing Council to guide vision and identify and pursue opportunities to enhance brand visibility.

Perform any additional tasks requested by the Executive Director.

Academic Qualifications:

- A degree in communications, public relations, international relations, public policy, health communications or a related field.

Work Experience:

- At least 8 to 10 years' experience in a similar role
- Experience in managing major media events and related outreach
- Team management and organizational leadership experience
- Project management experience, including budget management.

Skills/Competencies:

- Proven ability as a communications professional: the successful candidate will have a sophisticated understanding of branding, membership communications and media handling
- Excellent verbal and written English communication skills, talent and passion for writing

- A successful track record in the use of new media and the internet in message shaping and dissemination
- The capacity to convey complex messages, in particular about science, to lay audiences, as well as interacting meaningfully with experts
- An understanding of HIV, including the social and political context of the HIV response, an appreciation of the scientific dimensions of the challenge and the importance of media in influencing knowledge about and responses to the HIV response
- A manifest commitment to the evidence-based and human rights agendas of the IAS and its partners
- Willingness and ability to travel
- Ability to work effectively in a collaborative team environment with a dynamic range of people
- Strong people management and interpersonal skills and the ability to motivate commitment and excellence in colleagues and partners
- Ability to maintain grace under pressure; flexible and creative when problem solving.

Languages:

- Native-level English fluency is a requirement
- French, Spanish, Russian, or other languages are an asset.

How to Apply:

Interested and qualified candidates should send their CV and a cover letter, in English and by email only, to recruitment@iasociety.org. The applications will be reviewed on a rolling basis. Please note that only shortlisted candidates will be contacted.

Only candidates from Switzerland, from an EU/EFTA country or candidates already having a valid Swiss working permit to work full-time will be considered.

IAS employees are evidence-based, human rights-focused, inclusive and accountable partners in the HIV response. Candidates should display genuine commitment to IAS values ([learn more here](#)).

The IAS is committed to recruiting and sustaining a skilled, effective, diverse and gender-balanced secretariat, and to the greater involvement of people living with HIV (GIPA) in all aspects of its work. **People living with HIV are strongly encouraged to apply.**