



Request for Proposal
AIDS 2020 Media Consultant
Proposals will be received until 23 September 2019

1. About the International AIDS Society

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.

About the 23rd International AIDS Conference (AIDS2020)

The International AIDS Conference is the premier global platform to advance the HIV response. As the world's largest conference on HIV and AIDS, it sits uniquely at the intersection of science, advocacy and human rights, bringing together scientists, policy makers, healthcare professionals, people living with HIV, funders, media and community. Since its start in 1985, the conference continues to serve as an opportunity to strengthen policies and programmes that ensure an evidence-based response to HIV and related epidemics.

The 23rd International AIDS Conference – known as AIDS 2020 – will be hosted in San Francisco and Oakland, US, on 6-10 July 2020 with the theme, *Resilience*. AIDS 2020 will gather more than 20,000 participants from more than 170 countries. For more information, visit www.aids2020.org.

1. 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 2020 and on-site during the conference. The consultant will report directly to the IAS Director, Communications and Public Affairs.

2. Deliverables:

- International media relations; Ongoing media outreach and engagement, op-ed writing and placement
- Onsite media management for interview requests and organized media briefings
- Advisory role on IAS media activities leading up to and onsite at AIDS 2020
- Management of pre-conference media events in San Francisco and Oakland in coordination with national government officials

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- Oversee onsite media logistics leading up to and onsite at AIDS 2020
 - Identifying key science stories and opportunities
 - Advisory role on conference media scholarship programme and media registration
- 3. Period:** 1 October 2019 to 1 October 2020 (approximately 35-40 days for the whole consultancy)
- 4. Location:** Remote work with on-site work from San Francisco and Oakland the week of AIDS 2020
- 5. 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
- 6. The following skills and qualifications are essential:**
- Must be able to write and speak in fluent English
 - Strong background and expertise with HIV and AIDS
 - Strong existing media relationships in United States, as well as internationally

7. Submission Details:

Proposals must be received via e-mail by 23:59 (CET)/ 17:00 (EST) on Monday 23 September 2019. Late proposals will not be considered.

All submissions should have the following email subject: RFP AIDS 2020 Media Consultant

Proposals should be addressed to Annabelle McGregor, Acting Communications Team Lead. Please email all proposals to annabelle.mcgregor@iasociety.org.