

Terms of Reference

Media Consultant, Francophone Press

UNAIDS will be enlisting the support of a communications consultant to strengthen relations with the francophone press and help position UNAIDS in the francophone media and secure high profile interviews.

Requirements

The communications consultant must have a good understanding and working relationship with the francophone media, both in France and in francophone countries, particularly in West Africa.

Contacts database

The communications consultant will be required to identify and update a strong contacts database of francophone media and a specific list of health editors and reporters. This database is to be the property of UNAIDS once completed. The communications consultant will be required to update this list and maintain regular contacts with the key health reporters.

Outreach

The Communications Consultant will be required to build good working relationships with key francophone media and provide them with regular updates and information about UNAIDS from UNAIDS statements, press releases, reports, newsletters and other external communications.

Media opportunities

The communications consultant will be required to identify media opportunities for UNAIDS' Executive Director and other senior UNAIDS staff.

To help identify strategic media opportunities the communications consultant will:

- ▶ Produce a media calendar of upcoming events and announcements in francophone countries which could be opportunities to position UNAIDS in the media.
- ▶ Keep abreast of scientific, political and other developments relating to HIV and inform UNAIDS Communications Unit of potential media interest around topics relating to HIV which could provide opportunities to position UNAIDS in the media.
- ▶ Use the weekly preview, UNAIDS website and other available methods to identify possible stories which could be of interest to the francophone press and after consultation with UNAIDS Communications Unit pitch those stories to the media.
- ▶ Over the course of the year, identify and line up at least 10 major interviews with UNAIDS' Executive Director in the main francophone media (newspapers / magazines or TV).

Press Conferences

The communications consultant will be required to identify strategic venues for press conferences and manage the logistical set up of any press conferences held in France.

The communications consultant will work with CKS Photo Assistant to secure audio visual coverage of press events in Paris.

If you would like to work as a Communications Consultant with UNAIDS on a freelance basis and:

- ▶ You hold a recognized qualification in a health-related field, communications, journalism, international relations or other related field.
- ▶ You have proven experience of communications and public relations
- ▶ You are comfortable working to deadline and you have ability to understand and explain complex technical information to different target audiences in a clear, concise manner.

Proposals should include:

- ▶ Daily rate for consulting services
- ▶ CV
- ▶ Examples of previous work
- ▶ Client list

Proposals should be submitted by email to bartonknotts@unaids.org

Deadline for submission: 27 November 2009, 17:00 (Geneva time)

For additional information or clarification, please contact:

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