

Terms of Reference

Media Consultant, UK

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

Requirements

The communications consultant must have a good understanding and working relationship with the UK health reporters, and with the international reporters based in the UK. They will also have a good understanding of AIDS issues and the broader health sector.

Contacts database

The communications consultant will be required to identify and update a strong contacts database of UK and international English language 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 UK based 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 the UK 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 UK based 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 UK 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 the UK.

The communications consultant will work with UNAIDS Communications Unit to secure audio visual coverage of press events in the UK.

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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