



**TERMS OF REFERENCE**  
Advocacy and Communications

**International Consultancy**

**1. Background – Purpose of consultancy – Terms of Reference**

**Area of expertise:**

strategic messaging, human rights advocacy, community engagement, data utilization, partnership building, media expertise, and the ability to measure and adapt communication efforts for maximum impact

**Purpose of consultancy:**

The purpose of the consultancy is to support the UNAIDS Country Office (UCO) in Papua New Guinea (PNG) in achieving its goals of ending AIDS as a public health threat by 2030. This includes:

Increasing the uptake of HIV prevention and testing services among young people and key populations in Eastern Highlands Province, in partnership with the National Department of Health, Provincial Health Authority, and other stakeholders.

Supporting the Key Population Advocacy Consortium (KPAC) in implementing a phased and consolidated community-led monitoring (CLM) approach to improve the quality of HIV services, address barriers to achieving the 95-95-95 global treatment goals, and empower civil society, people living with HIV (PLHIV), key populations (KP), and local communities.

Promoting the effective use of strategic information on epidemic trends and response status, providing technical leadership on people-centred HIV prevention, and focusing on key populations and locations most at risk.

**Background:**

The UNAIDS Country Office (UCO) in Papua New Guinea (PNG) provides leadership and coordinates support for an expanded UN system response to ending the AIDS epidemic at the country level. It works towards ending AIDS as a public health threat by 2030 by steering, promoting, and supporting regional and national partners and the UN system. Using an equity and equality lens aligned with the Sustainable Development Goals (SDGs), UNAIDS PNG focuses on strategic information, people-centred HIV prevention, and response efforts targeting key populations and high-risk locations.

The Policy, Advocacy, and Knowledge Branch aims to enable policy, law, and fiscal environments that support ending AIDS by 2030. It emphasizes human rights, gender equality, community engagement, legal and policy reform, and equitable financing through partnerships, advocacy, and communications.

With funding from the Australian Government's Department of Foreign Affairs and Trade (DFAT), the UCO is implementing demand generation activities and materials to increase HIV prevention and testing services among young people and key populations in Eastern Highlands Province. These efforts align with the National STI and HIV Strategy 2024-2028, with a focus on medical methods of prevention.

Additionally, with funding from the United States Agency for International Development (USAID), the UCO supports the Key Population Advocacy Consortium (KPAC) in implementing a community-led monitoring (CLM) approach. Over the past two years, KPAC has generated substantial data through CLM activities. In the current phase, the focus is on granular data analysis, dissemination of results, and utilizing CLM data for advocacy, action planning, and monitoring improvements in HIV service delivery.



## 2. Deliverables

### OBJECTIVES

The objectives of this consultancy are to:

1. Support the implementation of the Key Population Advocacy Consortium's Communications Plan, including dissemination of CLM results and recommendations at various levels (community, health facility, sub-national, and national), redevelopment of the organization's website, and support capacity building for network leaders and members.
2. Coordinate development, implementation and monitoring and evaluation of a demand generation campaign for HIV prevention and testing in Eastern Highlands Province.

### KEY RESPONSIBILITIES

The consultant will support UNAIDS' advocacy and communication objectives in Papua New Guinea through the following key responsibilities:

#### 1. Advocacy and Communications

- a. UCO – Support development and implementation of behaviour change communications and demand generation campaign for HIV prevention and testing in Eastern Highlands Province (EHP).
- b. KPAC – Conduct capacity building sessions with KPAC network members on key messages, public speaking, and advocacy.
- c. KPAC - Disseminate CLM results and recommendations at various levels (community, health facility, subnational, and national). Define key messages, dissemination channels, and timelines for each target audience.
- d. KPAC – Support KPAC in promoting the CLM Response Center with the goal of increasing average number of enquiries per day over the consultancy period
- e. UCO – As needed, develop and pitch different news stories in media - mainstream and social - on UNAIDS work in the country (UNAIDS does not pay for stories or story placement.)

#### 2. Content Development

- a. UCO – Develop provincial HIV factsheets and convert into province-specific talking points and communication materials.
- b. KPAC – Facilitate redevelopment of KPAC website in accordance with agreed target audiences and knowledge management purposes.

#### 3. Monitoring and reporting

- a. UCO - Provide monthly progress reports documenting achievements, challenges, and lessons learned.
- b. KPAC – Support monitoring and progress reporting of promotion of KPAC's CLM Response Center, sharing recommendations for further promotion.

### DELIVERABLES

1. BCC and Demand Generation Plan for EHP
2. BCC and Demand Generation Materials for EHP
3. KPAC Capacity Building Sessions Annotated Programs (with key results)
4. CLM Response Center Promotional Materials
5. Provincial HIV Factsheets and Talking Points
6. Updated KPAC Website
7. Monthly Progress Reports.
8. Final report with recommendations for future communication and advocacy efforts.

### 3. Qualifications, experience, skills and languages

#### Educational Qualifications:

Advanced university degree at Masters' level in public health, communication, social sciences, or a related field.

#### Experience:

Essential:

1. At least 7 years of experience in communication, advocacy, and public health, preferably in the context of HIV/AIDS.
2. Proven experience in developing and implementing communication plans and advocacy strategies.
3. Experience working with media, civil society organizations, governments, the United Nations system, or others in the development and implementation of advocacy and communication strategies.
4. Extensive experience in advocating, campaigning, networking, and public relations at national and international levels, including dealing with national and international media.
5. Analytical and Communication Skills:
6. Strong analytical skills and ability to translate complex data into clear and actionable messages.
7. Cultural and Contextual Adaptability:
8. Experience working in multicultural and resource-limited settings.

Desirable:

1. Familiarity with the HIV/AIDS landscape in Papua New Guinea (PNG) or similar contexts
2. Experience in the use of design and visual communication platforms such as Canva, Adobe Creative Suite, Trello, etc.
3. Experience with Google Sites for advocacy, network communications, and knowledge management.

#### Skills/Knowledge

- Advanced writing, editing and communications skills, including knowledge of audiovisual creation and editing, coupled with good working knowledge of social media.
- Skilled in working with the media and a large number of institutional stakeholders such as civil society organizations, donors, government and multilateral organizations, coupled with the ability to facilitate and engage.
- Understanding of the UN system and development issues, as well as understanding of the HIV epidemic.
- Experience in small-group discussion facilitation and report writing.
- Experience in monitoring and evaluation for communications campaigns.
- Strong interpersonal, representational and negotiation skills.
- Convening and coordination skills coupled with the ability to ensure robust outcomes.
- UNAIDS highly values candidates who have lived experience or have experience in working with and supporting networks of people living with HIV and AIDS and key populations as highly desirable.

#### Languages and level required/desired

**Essential:** Proficiency in English.

**Desirable:** Knowledge of additional [UN official languages](#).



<b>4. Location</b>
Port Moresby, Papua New Guinea (Remote and On-site as required)
<b>5. Travel</b>
The consultant will be required to travel to Goroka, Eastern Highlands Province, for facilitation of focus group discussions to inform HIV prevention and testing campaign. Dates to be confirmed in consultation with the Country Director
<b>6. Remuneration and budget (travel costs excluded)</b>
Rate: USD390 per day x 60 Days = USD23,400  Expected start and end date of contract (Duration): 03/03/2025 to 31/08/2025  Expected Value of consultancy: USD23, 400
<b>8. How to apply:</b>
Please submit your cover letter and CV by the deadline to the following email address. <a href="mailto:manovam@unaids.org">manovam@unaids.org</a> no later than 21 <sup>st</sup> February 2025
<b>9. General Information</b>
UNAIDS recognizes the importance of a diverse workforce. We define diversity as acknowledging, seeking to understand, accepting, and valuing differences among people with respect to age, class, ethnicity, sex, physical and mental ability, and sexual orientation.  Applications from people living with HIV are particularly welcome. No potential candidates shall be discriminated against on the basis of real or perceived HIV status. HIV infection, in itself, does not constitute lack of fitness to work. There is no obligation to disclose HIV-related personal information.  Applications from women are particularly encouraged.  Only candidates under serious consideration will be contacted.  UNAIDS is committed to providing a work environment that respects the inherent dignity of all persons. UNAIDS has a responsibility to take all appropriate steps to prevent and respond to discrimination, abuse of authority, and harassment, including sexual harassment in the workplace or in connection with work. UNAIDS has zero tolerance towards abusive conduct.  <b>UNAIDS has a smoke-free environment.</b>