

Local Communications Officer - AIDS 2020

About the IAS:

The mission of the International AIDS Society (IAS) is to lead 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 from more than 180 countries working on all fronts of the global AIDS response. Together, we advocate and drive urgent action to reduce the global impact of HIV.

The IAS is the steward of the world's two most prestigious HIV conferences – the International AIDS Conference and the IAS Conference on HIV Science. These conferences have established a gold-standard meeting that convenes the world's top scientists, civil society members and policymakers to jointly discuss the fight against HIV.

We promote and invest 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 at higher risk for HIV – such as men who have sex with men, people who inject drugs, sex workers and transgender individuals – including protecting their human rights by combatting punitive laws and discriminatory policies.

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

About AIDS 2020:

The International AIDS Conference is the largest gathering on HIV and AIDS in the world. First convened during the peak of the AIDS epidemic in 1985, it continues to provide a unique forum for the intersection of science, advocacy and human rights. Each conference is an opportunity to strengthen policies and programmes that ensure an evidence-based response to the epidemic. The conference also serves as a focal point to intensify political and financial commitments to AIDS. The 23rd International AIDS Conference (AIDS 2020) will take place in San Francisco and Oakland, US, on 6-10 July 2020. It is expected to convene nearly 20,000 delegates from more than 170 countries.

For more information, visit www.aids2020.org.

Details of Employment:

The Local Communications Officer position will be based in San Francisco, California and report to the Director, Communications based in the International Secretariat in Geneva and will work in close collaboration with the Head of Local Office. The position is full-time and fixed-term to start from January 2019 to 14 August 2020.

Purpose of the Position:

The incumbent will be responsible for serving as the primary communications lead for AIDS 2020, including strategy guidance, media, marketing and digital content development. This is an incredible opportunity to manage a large communications portfolio, working across sectors for an international event. The successful candidate will be able to work in a fast-paced environment, strong writer, have the ability to juggle multiple activities, and politically savvy.

Main Responsibilities:

- Develop and implement strategies and tactics to inform the general public about the conference and priority conference activities
- Understand the California and national media market and advise and on and lead opportunities
- Play a key role in identifying potential PR issues and creatively advise on how best to respond and address
- Strategically advise and lead pro-active and strategic communications opportunities to support positive conference positioning
- Develop marketing materials to advance the brand development for the conference with support from the IAS creative team
- Develop regular digital content for AIDS 2020 social media channels in coordination with the IAS digital producer
- Identify communications partnership opportunities for strategic marketing and advertising of the conference
- Assist in building strategic alliances with the communications focal points of the conference partners to ensure our efforts are consistent and complimentary
- Maintain and communicate regularly with high-level national partners
- Work with the local planning group and partners to develop cross communications activities to ensure consistency and alignment in messaging
- Finger on the pulse of US political landscape and national policies related to the conference
- Track and manage incoming media requests and liaise requests appropriately
- Support conference media registration review and process
- Work closely with the IAS communications department to build an aligned editorial calendar
- Ability to draft written materials including op-eds, blogs, presentation slides, talking points and key messages
- Understanding of how communications and messaging translates across global audiences
- Strong attention to detail and quality control of deliverables
- Strong project management skills with ability to juggle multiple requests quickly
- Ability to work in a fast paced environment
- Manage communications requests from the Local Office as needed

Academic Qualifications:

- A degree in media, communications, public relations or related fields.

Work Experience:

- At least 5 years working in communications/marketing/public relations
- Experience working with conferences or events
- Experience in the public health sector and with major conferences would be an asset.

Skills/Competencies:

- Ability to analyze and craft communications strategies and implementation plans
- Strong written communication skills with ability to write well under pressure
- Ability to forecast public affairs and communication changes and develop strategies for changing complex communication programmes
- High level verbal and written English essential
- Experience in public speaking
- Knowledge of HIV/AIDS and global health issues an asset.

Languages:

- Strong and demonstrated English language communication skills both written and oral are essential for this position
- Knowledge of other languages is a plus.

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. Please note that only shortlisted candidates will be contacted.

Only candidates from the US or candidates in possession of a valid US work visa 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 or affected by HIV are strongly encouraged to apply.**