Request for proposals

Consulting services: Communications - Media

1. About the IAS

IAS – the International AIDS Society – convenes, educates and advocates for a world in which HIV no longer presents a threat to public health and individual well-being. After the emergence of HIV and AIDS, concerned scientists created the IAS to bring together experts from across the world and disciplines to promote a concerted HIV response.

Today, the IAS and its members unite scientists, policy makers and activists to galvanize the scientific response, build global solidarity and enhance human dignity for all those living with and affected by HIV.

The IAS also hosts the world’s most prestigious HIV conferences: the International AIDS Conference, the IAS Conference on HIV Science and the HIV Research for Prevention Conference.

More information about the IAS can be found at www.iasociety.org.

2. Purpose of the consultancy

The IAS invites proposals from individual consultants to provide media support services to the Communications and Public Affairs department. The consultant will:
   - Collaborate closely with the Director, Communications and Public Affairs at the IAS
   - Support proactive media engagement and PR support in the lead up to, during and post IAS 2023 and HIV4RP 2023 (more below on these conferences)

IAS 2023, the 12th IAS Conference on HIV Science
The IAS Conference on HIV Science is the world’s most influential meeting on HIV research and its applications. This biennial conference presents the critical advances in basic, clinical and operational HIV research that move science into policy and practice. Through its open and inclusive programme, the meeting sets the gold standard of HIV science, featuring highly diverse and cutting-edge research. The 12th IAS Conference on HIV Science – known as IAS 2023 – will take place in Brisbane, Australia, from 23 to 26 July 2023. More than 5,000 scientists, clinicians, public health experts, community leaders and people living with HIV are expected to attend IAS 2023 in person and virtually. For more information, please visit www.iasociety.org/conferences/IAS2023.

HIV4RP 2023, the 5th HIV Research for Prevention Conference
The HIV Research for Prevention Conference is the only global scientific conference focused exclusively on the challenging and fast-growing field of HIV prevention research. This conference fosters interdisciplinary knowledge exchange on HIV vaccines, microbicides, PrEP, treatment as prevention and biomedical interventions, as well as their social and behavioural implications. The 5th HIV Research for Prevention Conference will take place in October 2023 and is expected to bring together around 1,500 participants in person and virtually. For more information, please visit www.iasociety.org/conferences/HIVR4P2023.
3. **Scope of the work and deliverables**

**Ongoing/ad-hoc deliverables:**
Position IAS leadership, Governing Council and Conference Co-Chairs, ensuring that all IAS spokespeople are associated with the IAS when they are quoted/published/interviewed.

Occasionally as needed, provide support around the development of op-eds and provide strategic guidance related to the media value of certain topics or new developments.

Please note that ad-hoc support in 2023 must be billed separately and agreed upon prior to any engagement.

**Concrete deliverables:**

IAS 2023 & HIV4RP deliverables are as follows:

**Planning and pre-conference**
- Secure strategic media partners (3), to include top-tier local outlets
- Engage local media support and continual coverage that pushes in-person registration
- International media relations; ongoing media outreach and op-ed placements
- Support the Director, Communications and Public Affairs in the delivery of a special journalist session
- Consultative role on media registration review and approval process
- Support marketing efforts

**During the conference**
- Secure widespread media coverage, nationally and internationally, that positions the IAS front and centre
- Act as the IAS media liaison for interview requests and organization of media briefings
- Support the press programme and ensure strong press conference attendance and coverage
- Organize and manage media roundtables to position and highlight IAS organizational priorities and leadership

4. **Period**

The conference dates are as follows:
23 – 26 July 2023
22 – 26 Oct 2023

The two-month leading up to the conference and the days immediately following the conference will also require availability.

5. **Location**

Remote but ideally located in the CET time zone with the ability to travel to conference locations if required.
6. **Proposal requirements**

The proposal should include the following:

- A cover letter summarizing relevant experience and detailing daily fee expectations
- An updated CV
- Two references from previous clients
- At least three writing samples from relevant work
- A recent evidence of registration as a freelancer in their based country

7. **Background and profile**

- At least 8 years working in communications/marketing/public relations
- Experience managing media relations for large international conferences
- Experience in the public health sector and with major conferences
- Familiarity with the HIV landscape, the main actors and the state of the HIV response is an asset

8. **Skills and competencies**

- Ability to forecast public affairs and communication changes and develop strategies for changing complex communication programmes
- Understand 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 analyze and craft communications strategies and implementation plans
- Strong written communication skills with ability to write well under pressure
- Ability to work in a fast-paced environment

9. **Submission details**

Proposals must be sent by email to media@iasociety.org.

**Deadline:** 26 October 2022 at 17:00 (CEST). Late proposals will not be considered.