

## Communication support for Hands Off II programme

### Terms of Reference

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The Hands Off team is looking for a communication officer who is available for 4 hours a week until the end of this year.

#### 1. Background

##### **Background of Aidsfonds**

Aidsfonds is working towards a world without AIDS. We are there to help everyone living with or affected by HIV/AIDS. The main aim of Aidsfonds is to ensure that everyone has access to prevention, treatment, care and support. At the same time, our funding for scientific research contributes to advances in the understanding of AIDS. Aidsfonds always takes the lead when there are fresh insights that could be the start of new and better options. We use scientific research and innovative methods to optimise the programmes that we implement. We also believe in empowering people so they can act in their own interests. For more information see: [www.aidsfonds.org](http://www.aidsfonds.org)

##### **Sex work programme**

The sex work programme of Aidsfonds has a long history of implementing projects, both nationally and on global level. The programme is specialised in supporting, monitoring and mentoring sex worker self-led organisations and service providers (law enforcement and health workers). As a result Aidsfonds has a successful track record in international work with and for sex workers. Currently we have three main international global programmes; Bridging the Gaps (focussing on human rights and access to health), PITCH (focussing on lobby and advocacy for sex workers' rights) and Hands Off 2, which focuses on violence and sex work in the Southern African region.

##### **Hands Off II programme**

Violence is increasingly being recognized as an important risk factor contributing to the spread of HIV and sexually transmitted infections (STIs) worldwide. High rates of violence perpetrated against (female) sex workers have been consistently documented in developing countries. Sex workers exposed to violence were more likely to be infected with HIV and other STIs than those who did not report such experiences.

The first phase 1 of the Hands Off programme (2014 - 2019) has proven that the Hands Off model, a combination of engagement with police in the HIV response, litigation and movement building results in reduced violence against sex workers. The second phase (2019 – 2024) will further build on the Hands Off model and intensify interventions that are proven to lead towards a reduction of violence as well as pilot new and innovative strategies.

The main goal of the programme is to reduce violence against sex workers at community, national and regional level. Hands Off will contribute to the reduction of violence through four long-term outcomes: 1) an empowered and resilient sex worker movement that demands its rights, 2) increased access to and use of inclusive services for sex workers, 3) a more enabling environment for sex work, and 4) sex workers protected and served by law enforcement. The programme's primary target group is female, male and transgender sex workers, meaning those who receive money or goods in exchange for sexual services, either regularly or occasionally. Hands Off is implemented in South Africa, Botswana, Mozambique, Zambia and Zimbabwe. See for more information: <https://aidsfonds.org/work/hands-off-reducing-violence-against-sex-workers>

## 2. Key responsibilities

The aim of the consultancy is to lead and strengthen the communication of the Hands Off programme. Hands Off seeks someone who supports the team with the development and implementation of a strategic communication strategy.

Specific responsibilities will include:

- Create a detailed communication plan for the Hands Off 2 programme based on the Aidsfonds' strategy and the Hands Off Theory of Change. In this, work on a social media plan and create key messaging documents for campaigns and stories.
- Showcase the work of Aidsfonds and the Hands Off programme online and during conferences and key events.
- Disseminate a steady flow of information (social media updates, life stories etc.) and maintain through year-round professional interaction with strong media relations for Aidsfonds and the Hands Off programme.
- Push messages and communication tools to allies in sex work programming, sex worker social influencers and potential donors.
- Share strategic communication messages and dialogues, in close collaboration with Aidsfonds' global lobby team and through online partnerships with global and regional institutions relevant to the Hands Off programme such as Interpol, SADC and African Union.
- Set KPIs and monitor their results such as reach, clicks, shares, download and other pre-set engagement metrics.
- Collaborate with Aidsfonds' Hands Off team to use existing target group knowledge and inform them of target group behaviour with online content.
- Interact with Aidsfonds international communication colleagues to align campaigns and ensure your work fits within Aidsfonds' general online strategy.

### 3. Profile

To lead the development and implementation of the Hands Off communication strategy, the Hands Off programme seeks a vibrant, creative, well-connected and self-starting person. The communication officer should be familiar with the theme of sex work and have a neutral attitude towards female, male and transgender sex workers who receive money or goods in exchange for sexual services.

General requirements include:

- Minimum 3 to 5 years' experience working in a professional communication role in an international development context
- A creative and flexible mind-set and always on the lookout for new opportunities to bring a message across
- Experience with the development and implementation of communication strategies
- Strong understanding of social media and direct experience of running social media channels in a professional setting
- Awareness on the most recent developments in social media and new channels
- Excellent writing, editing and reviewing skills
- Basic understanding of SEO practices and experience in result reporting
- A passion for social justice
- Knowledge of brand and messaging principles
- Able to use CMS (Drupal), social media, and other communication platform tools
- Detail oriented

### 4. Selection

We are looking for a communication officer who is available from May/ June to 31 December 2020 in mutual consultation, for 4 hours a week. The selection process will take place in the first weeks of May 2020.

#### How to apply

You can apply by sending the following information to Ingeborg van Beekum [ivanbeekum@aidsfonds.nl](mailto:ivanbeekum@aidsfonds.nl) before 30 April 2020:

1. Letter of interest
2. CV or resume
3. Your hourly rate excl. VAT
4. A link to your online portfolio, or examples of your work.