

# BRIDGING THE GAPS

Health and rights  for key populations

## Call for Proposals

**We are looking for a one-of-a-kind consultant. One that brings enthusiasm, creativity, and a track record of delivering impactful campaigns.**

The Bridging the Gaps alliance is seeking a campaign consultant to join a committed team that is excited to start a new campaign to bring much needed attention to the role of communities most affected by HIV and AIDS in the HIV response. You are a creative thinker with a track record of delivering high-impact campaigns across diverse communication and advocacy channels and geographies. This short-term campaign consultancy will be hosted by Aidsfonds.

### **I. BACKGROUND AND CONTEXT**

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#### **Key populations in the HIV response**

Key populations, including gay and bisexual men and other men who have sex with men, transgender people, sex workers and people who inject drugs, are significantly more vulnerable to HIV infection than the general population. 62% of new HIV infections occur among key populations and their partners. Yet in most countries they have the least access to prevention, treatment and care and only 2% of HIV funding targets key populations.

**We can only stop the spread of HIV and its impact by focusing on the groups most affected. Community-led responses are essential in ending AIDS: the most effective HIV programming involves key population communities at all levels.**

#### **About Bridging the Gaps**

Bridging the Gaps is an initiative of nine international organisations and networks and more than 90 local and regional organisations in fifteen countries across three regions. The alliance is led by Aidsfonds and in partnership with, and funded by, by the Dutch Ministry of Foreign Affairs. Bridging the Gaps is currently in its second phase, having started in 2016 and ending in December 2020.

We work towards achieving universal access to HIV/STI prevention, treatment, care and support for sex workers, people who use drugs and LGBT people – including those living with HIV – in order to contribute to the end of the AIDS epidemic among key populations.

With key populations in the driver's seat, Bridging the Gaps is working towards the end of the AIDS epidemic among these communities. We link human rights and health, we link key population communities, and we link local work to global advocacy.

For more information on Bridging the Gaps, please visit [www.hivgaps.org](http://www.hivgaps.org).

## Campaign

After ten years of work, Bridging the Gaps is coming to an end. With immense investments from partners, movements and communities across the world and with support from the Dutch Ministry of Foreign Affairs we have made tremendous strides in increasing access to essential prevention, treatment, care and support and human rights for key populations. We have also changed the position of key population led organisations, networks and movements, and demonstrated that their role in the HIV response is not only meaningful, but crucial.

The end of Bridging the Gaps does not mean that investment in key population HIV responses is no longer needed. On the contrary. With COVID-19 and the negative consequences for the international HIV response, we need to make clear to donors, governments and other stakeholders that HIV and AIDS are not over, and more, and better, funding remains necessary, now more than ever, for a key population-led HIV response.

We want to make our voices heard to call for more and better investment into key population HIV responses. We want to build on the successes, and the evidence of the change we brought about, as an alliance and put the stakes in the ground for future advocacy by key population civil society organisations.

**Are you the creative, strategic, and committed campaigner that can help us do this?**

## II. OBJECTIVES OF THE TASK

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- Develop a campaign concept and strategy that translates our ideas into action and delivers on agreed outputs and outcomes.
- Manage the implementation and evaluation of this campaign in close cooperation with the Programme Manager, campaign advisory team and other key stakeholders.
- Ensure Bridging the Gaps partners and communities understand and join the campaign through the development and delivery of a dissemination strategy/guide.

## III. SCOPE OF WORK

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The selected consultant will perform the following tasks in close collaboration with the Programme Manager of Bridging the Gaps and campaign advisory team:

1. Develop, present and guide sign-off of two campaign concepts (messaging, framing, visuals and approach), based on input including organising a focus group session with campaign advisory team to gather input and guidance for campaign concept
2. Manage the gathering of input and sign-off with the alliance.
3. Present two potential campaigns concepts to the campaign advisory team based on the campaign concept note and a focus group session.
4. Test chosen campaign concept with key influencers
5. Design and deliver a campaign that targets donors, influencers and other key stakeholders in the HIV response and mobilises support for the campaign amongst country partners, regional partners and global networks.
6. Manage timeline for delivery of the campaign with clear milestones and ensure this planning is endorsed by key stakeholders within Bridging the Gaps and Aidsfonds.
7. Write and edit engaging content as part of the campaign, for online or offline purposes
8. Manage third-party designers and other suppliers for the effective delivery of the campaign
9. Manage the campaign budget

10. Work together and pro-actively inform Aidsfonds International Communications colleagues to ensure alignment between work and messaging.
11. Develop and deliver a dissemination strategy to support the uptake of the campaign by Bridging the Gaps country partners and other stakeholders. This could include a set of SMART objectives, target audiences, key messages, proposed activities, and a planning. The basis should be to ensure partners understand how to engage with the campaign and support them to take up the campaign in their influencing work/activities.
12. Day-to-day operational management of campaign and project manage key campaign activities.

#### **IV. EXPECTED OUTPUTS AND DELIVERABLES**

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The Consultant is expected to deliver the following:

1. An analysis based on desk research and focus group session with key stakeholders that will feed into the two campaigns concepts and assesses how the campaign could best target its primary audiences, taking into account the current COVID-19 crisis, other key events, key influencers and spaces/platforms.
2. Two campaign proposals to be developed based on the analysis at point 1 and a set of requirements and ideas specified by campaign advisory team.
3. A campaign strategy, including target audiences, clear objectives, key messages, activities, tools, budget, planning and evaluation.
4. Set of tools, visuals, messages, content etc. to be used in campaign
5. A dissemination strategy and tools to support uptake of the campaign by partners.
6. Evaluation report of the campaign

#### **V. TIMEFRAME FOR DELIVERABLES**

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The following is an indication of the timeframe for the submission of expected deliverables, to be discussed with the project team:

<b>1.</b>	<b>01 September 2020</b>	<b>Start date of consultancy</b>
2.	08 September 2020	Finish analysis and focus group for inclusion in campaign proposal
3.	21 September 2020	Present two campaign proposals to campaign advisory team
4.	22 September 2020	Campaign advisory team agree on the preferred proposal
5.	06 October 2020	First draft of campaign strategy, including messaging, dissemination guidance tools and visuals
6.	07 October 2020	Feedback on first draft by campaign advisory team
7.	12 October 2020	Second draft of campaign, including messaging, tools and visuals
8.	13 October 2020	Feedback on second draft by campaign advisory team
9.	13 October 2020	Finalize the campaign strategy, including messaging, tools and visuals
<b>10.</b>	<b>20 October 2020</b>	<b>Kick-off campaign during HIV2020 session</b>

## **VI. QUALIFICATION/ELIGIBILITY REQUIREMENTS AND SELECTION CRITERIA**

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The role requires a creative, strategic and political approach. Strong copywriting skills are essential.

You'll need to have a minimum of 5 years' experience in a campaigning role, plus a successful track record delivering targeted (advocacy) campaigns.

### **Eligibility Requirements**

- Strong track record in devising and delivering high-impact campaigns across platforms that made significant impact towards their goal
- Strong portfolio of communication products or interventions that grabbed headlines or clicks
- Track record in developing and maintaining strong relationships with a range of key influencers and actors in your field (media, advocacy, communications, campaigns)
- Confident and sophisticated communicator with strong writing skills
- Experience running iterative, agile, and/or lean campaigns that emphasize experimentation and scaling of success, ideally within a HIV and AIDS context

### **Competence**

- A keen sense of how change happens and strong relationships across media, NGOs, civil society. And you will need a passion for human rights a belief that we can make change happen.
- Strong experience in developing guidance and tools for campaigning for influencing and communications, particularly at community level
- Excellent stakeholder engagement skills
- Demonstrated interest in global HIV and AIDS response
- Experience of working across different country and regional contexts, particularly in Africa and/or Eastern Europe, preferably in Bridging the Gaps countries
- Ability to work virtually and show flexibility

**We are looking for people who can start as soon as possible and are available for the next four months. This is a global project and we welcome applications from around the world.**

## **VII. DOCUMENTS**

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While submitting the Technical Proposal, the Consultant shall, in particular, ensure to attach the following:

1. Profile of the consultant / recent CV
2. Cover letter explaining the motivation and why the consultant is suitable for the assignment (max 1 page)
3. The proposal outlining the approach and how the consultant aims to undertake the work with proposed budget and number of days (max. 2 pages)
4. A minimum of two relevant examples of other campaigns

## **VIII. INSTITUTIONAL ARRANGEMENT/REPORTING RELATIONSHIPS**

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The consultant will report directly to the Bridging the Gaps Programme Manager at Aidsfonds.

## IX. TIMELINE

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1. The activities should be conducted between 01/09/2020 and 15/12/2020
2. The consultant will work closely with the delegated contact persons and will inform, at least fortnightly, the progress of agreed activities.

## X. PAYMENT SCHEDULE AND AUTHORITY

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1. The consultant will be paid lump sum service fees as stipulated as per the following payment schedule.
2. The payment will be effected only after the approving authority confirms the successful completion of each deliverable.

Instalment of Payment/ Period		Percentage of Payment
1 <sup>st</sup> Instalment	The delivery of approved campaign strategy	40%
2 <sup>nd</sup> Instalment	After official launch campaign	40%
3 <sup>rd</sup> Instalment	Final evaluation report on campaign and delivery against objectives.	20%

## XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

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1. The Consultant shall not, either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent.
2. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of the Organisation.

## XII. SUBMISSION OF EXPRESSION OF INTEREST

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Interested Consulting Firm / Consultants should email their expression of interest and CV to Ms. Rajae El Baghdadi at [relbaghdadi@aidsfonds.nl](mailto:relbaghdadi@aidsfonds.nl) no later than **16 August 2020, 12 p.m. CEST**.

Bridging the Gaps is an alliance of:



In strategic partnership with



Ministry of Foreign Affairs of the Netherlands